

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 01/31/2013

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

M. Silver Associates, Inc

3131

(c) Business Address(es) of Registrant

747 Third Avenue, 23rd FL  
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Position

Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐  
If yes, furnish the following information:

| Foreign Principal   | Date of Termination |
|---|---------------------|
| VIA Rail  | 12/31/2012          |
| Oficina de Visitantes Y Convenciones del la Riviera Nayarit | 12/31/2012          |
| Singapore Tourism Board                                     | 12/31/2012          |
| Turkish Culture & Tourism Office                            | 12/31/2012          |
| Aruba   | 07/31/2012          |

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

| Name and Address of Foreign Principal(s) | Date Acquired |
|--|---------------|
|--|---------------|

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

VIA Rail  
Oficina de Visitantes Y Convenciones del la Riviera Nayarit  
Singapore Tourism Board  
Turkish Culture & Tourism Office

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

|                        |                              |                             |
|------------------------|------------------------------|-----------------------------|
| Exhibit A <sup>3</sup> | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Exhibit B <sup>4</sup> | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Please see attached Activity Reports

- 
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

| Date | From Whom | Purpose | Amount |
|------|-----------|---------|--------|
|------|-----------|---------|--------|

Please see  
Attachment 1

Total

## (b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

| Foreign Principal | Date Received | Thing of Value | Purpose |
|-------------------|---------------|----------------|---------|
|-------------------|---------------|----------------|---------|

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To Whom | Purpose | Amount |
|------|---------|---------|--------|
|------|---------|---------|--------|

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Recipient | Foreign Principal | Thing of Value | Purpose |
|------|-----------|-------------------|----------------|---------|
|------|-----------|-------------------|----------------|---------|

**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Amount or Thing of Value | Political Organization or Candidate | Location of Event |
|------|--------------------------|-------------------------------------|-------------------|
|------|--------------------------|-------------------------------------|-------------------|

<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?  
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

VIA Rail  
 Oficina de Visitantes Y Convenciones del la Riviera Nayarit  
 Singapore Tourism Board  
 Turkish Culture & Tourism Office

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

**Electronic Communications**

- ☐ Email  
☐ Website URL(s): \_\_\_\_\_  
☐ Social media websites URL(s): \_\_\_\_\_  
☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☐ Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?  
 Yes ☐ No ☒

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

March 08, 2013

/s/ Mark E. Adams

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**M. Silver Associates, Inc.**  
**Customer Balance Detail**  
**Period 08/01/12 - 12/31/12**

| Type  | Date       | Num     | Fee        | Expense   |
|---|------------|---------|------------|-----------|
| <b>360 Riviera Nayarit</b>                      |            |         |            |           |
| Invoice   | 09/30/2012 | 1209520 |            | 238.71    |
| Invoice   | 12/28/2012 | 1212507 |            | 549.05    |
| Invoice   | 12/28/2012 | 1212508 |            | 949.39    |
| Invoice   | 12/26/2012 | 1212533 |            | 2,344.50  |
| Invoice   | 10/31/2012 | 1210142 | 3,000.00   |           |
| Invoice   | 11/30/2012 | 1211525 |            | 7,541.47  |
| Invoice   | 08/30/2012 | 1208138 | 8,333.00   |           |
| Invoice   | 09/25/2012 | 1209136 | 8,333.00   |           |
| Invoice   | 10/30/2012 | 1210140 | 8,333.00   |           |
| Invoice   | 11/30/2012 | 1211138 | 8,333.00   |           |
| Invoice   | 12/31/2012 | 1212139 | 8,333.00   |           |
| Total 360 Riviera Nayarit                       |            |         | 44,665.00  | 11,623.12 |
| <b>372 Turkish Culture &amp; Tourist Office</b> |            |         |            |           |
| Invoice   | 12/31/2012 | 1212534 |            | 400.00    |
| Invoice   | 08/30/2012 | 1208148 | 21,500.00  |           |
| Invoice   | 09/28/2012 | 1209137 | 21,500.00  |           |
| Invoice   | 10/30/2012 | 1210141 | 21,500.00  |           |
| Invoice   | 12/29/2012 | 1212106 | 21,500.00  |           |
| Invoice   | 11/30/2012 | 1211139 | 21,500.00  |           |
| Total 372 Turkish Culture & Tourist Office      |            |         | 107,500.00 | 400.00    |
| <b>399 VIA Rail Canada Inc.</b>                 |            |         |            |           |
| Invoice   | 09/30/2012 | 1209521 |            | 516.53    |
| Invoice   | 12/26/2012 | 1212515 |            | 868.49    |
| Invoice   | 08/31/2012 | 1208500 |            | 1,678.86  |
| Invoice   | 11/30/2012 | 1211506 |            | 2,975.44  |
| Invoice   | 08/01/2012 | 1208140 | 10,000.00  |           |
| Invoice   | 09/01/2012 | 1209129 | 10,000.00  |           |
| Invoice   | 10/01/2012 | 1210132 | 10,000.00  |           |
| Invoice   | 11/01/2012 | 1211129 | 10,000.00  |           |
| Invoice   | 12/01/2012 | 1212107 | 10,000.00  |           |
| Total 399 VIA Rail Canada Inc.                  |            |         | 50,000.00  | 6,039.32  |

**M. Silver Associates, Inc.**  
**Customer Balance Detail**  
**Period 08/01/12 - 12/31/12**

**844 Singapore Tourism Board**

| Type                              | Date       | Num     | Fee       | Expense   |
|-----------------------------------|------------|---------|-----------|-----------|
| Invoice                           | 12/26/2012 | 1212530 |           | 215.60    |
| Invoice                           | 12/26/2012 | 1212531 |           | 794.24    |
| Invoice                           | 11/30/2012 | 1211503 |           | 814.89    |
| Invoice                           | 08/31/2012 | 1208507 |           | 833.16    |
| Invoice                           | 11/30/2012 | 1211501 |           | 941.88    |
| Invoice                           | 08/31/2012 | 1208509 |           | 964.03    |
| Invoice                           | 09/30/2012 | 1209537 |           | 1,003.25  |
| Invoice                           | 12/26/2012 | 1212529 |           | 1,499.19  |
| Invoice                           | 09/30/2012 | 1209536 |           | 1,767.64  |
| Invoice                           | 11/30/2012 | 1211502 |           | 5,114.20  |
| Invoice                           | 08/01/2012 | 1208132 | 15,000.00 |           |
| Invoice                           | 09/01/2012 | 1209123 | 15,000.00 |           |
| Invoice                           | 10/01/2012 | 1210127 | 15,000.00 |           |
| Invoice                           | 11/01/2012 | 1211123 | 15,000.00 |           |
| Invoice                           | 12/01/2012 | 1212100 | 15,000.00 |           |
| Total 844 Singapore Tourism Board |            |         | 75,000.00 | 13,948.08 |

**FOR IMMEDIATE RELEASE**



## **Turkey's Third Largest City to Host Major Tourism Conference in December**

*Izmir region expanding as MICE destination with new convention centers by 2014*

New York, NY (September 12, 2012) – The 6<sup>th</sup> Annual Travel Turkey Izmir Fair and Conference is set to take place December 6-9, 2012 at the Izmir International Fair Center in Izmir, Turkey.

Organized by the Association of Turkish Travel Agencies (TURSAB), MESSE International Istanbul, and Izmir Fair Services, Culture and Art Affairs (IZFAS), the Conference hosts some of the tourism industry's leading exhibitors from all over the world ranging from travel agencies, airlines, hotels, car rental companies, and tourism associations and corporations to communication systems, language schools, tourist transportation companies, and restaurants and cafes.

Last year's Travel Turkey Izmir Fair and Conference was a huge success with 20,568 visitors and 638 exhibitors from 19 different countries. The Conference aims to continue its success this year as a platform for the development of existing business relations and establishment of new business connections and partnerships.

Turkey's Minister of Culture and Tourism Ertuğrul Günay emphasizes how important congress and exhibition tourism is to Turkey's tourism industry.

"As the Ministry, we support 'Travel Turkey İzmir', considering it to be an opportunity to reveal the diversity and opportunities offered by our country."

Adding to the prestige of this annual conference is its location in Izmir along the Gulf of the eastern shores of the Aegean Sea. This "Pearl of the Aegean" is ideal for MICE conferences, fairs, shows, concerts and other large-scale domestic and international events with its numerous hotels, convenient transportation facilities and exceptional meeting venues.

Located in Kulturpark, the cultural and artistic center of Izmir, the Izmir International Fair Center is a premiere venue for meetings and conferences with a total capacity of 18,000 sq. feet. The park, a huge green area with hundreds of trees and plants is home to

the Inonu Art Center with a capacity of 760, as well as the Ataturk Open-Air Theatre, which can hold up to 3,000 spectators.

Izmir's MICE facilities are expected to expand in the next two years. Construction for a new Convention Center at Kulturpark Izmir is scheduled for 2014. Expanding on the current location of the center, the new facility will be a contemporary venue to complement the city's developments in the MICE sector.

Another excellent meeting facility is the Ephesus Convention Center in Kusadasi, which is projected to open in November 2012. This first ever large-scale Convention Center on Turkey's Aegean Coast will bring state-of-the art design and cutting edge technology to the region. Business professionals will appreciate its proximity to key international gateways including The Izmir Adnan Menderes International Airport, 45 minutes away, the Port of Kusadasi, 10 minutes away and Ataturk International Airport just 55 minutes by air from Istanbul.

For more information about TURSAB and the conference, please visit <http://www.tursab.org.tr>.

###

#### **About Turkey**

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

#### **Press Contact:**

M. Silver Associates  
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Haldun Dincetin  
[haldun@msilver-pr.com](mailto:haldun@msilver-pr.com)

**FOR IMMEDIATE RELEASE**



**TURKEY'S FLOURISHING ART SCENE COMES TO NEW YORK  
WITH EXHIBITION BY ARDAN OZMENOGU**

*"E Pluribus Unum (Out of Many, One)" Debuts at Bertrand Delacroix Gallery*



**New York – October 24, 2012** – Ardan Ozmenoglu, one of Turkey's most versatile and engaging young artists, will showcase how creative hubs like Istanbul are fast becoming art capitals of the world with her new exhibition "E PLURIBUS UNUM" (Out of Many, One). On display at New York's Bertrand Delacroix Gallery from November 15 through December 15, "E Pluribus Unum" is an example of how Turkey's artists are pushing the creative envelope and placing the country alongside New York, Paris, London and Berlin as a major international player in innovative art and design.

In "E Pluribus Unum," Ozmenoglu cleverly challenges the viewer to reconsider familiar images, products and ideas by using a variety of mediums such as large-scale glass sculptures, Post-it notes, photography and neon lighting to create pieces of art with a sociopolitical twist that unite opposing ideas including: the past and the present, art history and contemporary art

trends, creativity and consumerism, repetition and individuality, and the whole and the fragmented.

Ozmenoglu's glass sculptures create fragmented experiences where the viewer must actively fill in the missing space to see the whole image. Her Post-it note works appear in mosaic-like pieces where each individual screen-printed note becomes part of a larger, more meaningful whole which evolves over time by bending, curling or falling away.

Ozmenoglu was born in Turkey in 1979, and received her BFA and MFA in Art, Design and Architecture from Bilkent University, Ankara. She completed residencies in California, Berlin, Belgium and Vienna. Since Ozmenoglu's first exhibition debuted in 2006, her work has been featured in more than 40 exhibitions in the U.S. and abroad, including Istanbul, Berlin and Zabreb, Croatia. She recently relocated from Istanbul to New York City to work on pieces for this show.

For more information, prices and photographic material please contact Elizabeth Thomson at 212-627-4444 or email [info@bdgny.com](mailto:info@bdgny.com). You may also visit <http://www.bdgny.com/exhibitions/>. Gallery hours are Tuesday through Saturday from 10:00 am to 6:00 pm.

#### **About Turkey**

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

#### **Press Contact:**

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**FOR IMMEDIATE RELEASE**



**TURKEY AND CHINA BRING THE SILK ROAD TO LIFE WITH EXHIBITION IN ISTANBUL, A MAJOR  
EPICENTRE OF WORLD'S ART AND CULTURE**

*East Meets West in "Dunhuang's Colors – The Magical Door Opening to the Silk Road"*



**New York – December 6, 2012** – The exclusive European debut of a new exhibition, *"Dunhuang's Colors – The Magical Door Opening to the Silk Road,"* is among the growing number of major creative works propelling Istanbul alongside Paris, Berlin and Rome as one of the art capitals of the world.

Open from November 15 to January 7 in Istanbul's Tophane-i Amire Culture and Art Center, the exhibition of large-scale objects and works from the World Heritage-Listed Dunhuang Caves includes lavish statues, sculptures and photography exhibitions highlighting the cultural influences passed between East and West along the famous trade route.

The ancient Dunhuang Caves, from the Gansu province of China, are famous for some of the finest examples of Buddhist art, which will be on display in Europe for the first time as part of the Istanbul exhibition. Since Emperor Wu of Han founded Dunhuang County in 111 BC, it has been a multi-ethnic city with an artistic blend of East and West reflecting its model of global exchange.



Containing the skills of the ancient Greek and Roman art, the subject matter of the Buddhism and the styles of mid-Asian art, Dunhuang works vividly display the panorama of social development between Chinese and foreign peoples.

The exhibition, which includes music and dance performances along with interactive activities such as education manuals, art puzzles and photographic plates, celebrates the 2012- 2013 Chinese- Turkish Culture Year with the support of The Ministry of Culture and Tourism in Turkey, The Ministry of Culture and Tourism in China, and the Cultural Heritage Office in Turkey.

**About Turkey**

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

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**KEEP THE FLIP-FLOPS ON THIS FALL WITH RIVIERA NAYARIT'S SPECIAL  
HOTEL PACKAGES & PROMOTIONS**

**Riviera Nayarit – September 10, 2012** – To help warm up those chilly fall days, Riviera Nayarit is offering a dose of vitamin D through its special fall packages. Visitors are invited to relax and get pampered at the destination's world-renowned resorts with special offers ranging from a private surf lesson to complimentary accommodations for kids to a fourth night free.

Beyond taking advantage of the extraordinary packages, there is a line-up of exciting destination events such as: the Deep Sea Fishing Tournament at La Cruz de Huanacastle on October 10-14; the 18<sup>th</sup> International Gourmet Festival taking place on November 9-19; and, the Sinergiarte Festival in San Pancho on November 26-28.

Information on packages available at some of Riviera Nayarit's resorts follows below:

- The newly-renovated, all-inclusive **Occidental Grand Nuevo Vallarta** is offering the "Fall Travel Special," which includes 45 percent off your stay plus one kid stays for free. Rates start at \$73 per person per night throughout December 22. For reservations, visit <http://www.occidentalhotels.com/grand/NuevoVallarta.asp> or call 1-800-858-2258.
- **Grand Velas Riviera Nayarit** is offering a "Fourth Night Free" promotion for guests traveling from October 1 – December 19. In addition to their luxury all-inclusive amenities, this promotion includes complimentary stays for up to two children under 12 years, 50 percent off for children from 13-16 years old and a special \$100 USD resort credit per person per day. Starting at \$320 per person per night in double occupancy, reservations can be made online at <http://vallarta.grandvelas.com/> or by phone at 1-877-418-2722.
- **Paradise Village Beach Resort & Spa** is offering an "All-Inclusive Package" for \$104 per person per night, with two kids free (dining from the kids' menu) and a \$200 USD resort credit. This offer is available now through December 25. For reservations, visit <http://www.paradisevillage.com> or call 1-866-334-6080.

- The luxurious **Four Seasons Resort Punta Mita** is allowing guests to spend some extra time in paradise by booking the "Stay Longer" package. Receive a complimentary fourth night with every three consecutive paid nights by reserving before September 30 for a stay now through November 25. Starting at \$400 US per person per night based on a double occupancy, this package can be booked online [www.fourseasons.com/puntamita](http://www.fourseasons.com/puntamita) or by phone at 52 (329) 291-6019.
- **Hotel Cinco in Punta Mita** is inviting guests to come and learn yoga and stand up paddle boarding (SUP) in their "Lifestyle Camps." The package includes a three-day stay, two private daily SUP classes and a daily private morning yoga class. Classes are priced at \$1,875 per person and rates start at \$450 per night based on a double occupancy. Available for travel from October through December, reservations can be made online at <http://cincopuntamita.com> or by phone at 1-866-628-2693.

December also marks the beginning of whale-watching season when hundreds of humpback whales head to Banderas Bay. Year-round, other destination activities include swimming with dolphins and sea lions, water activities such as, surfing, windsurfing, wave runners, parasailing, deep sea fishing, snorkeling and Scuba diving. For land adventures, the choices include jungle hikes, canopy zip lines, horseback riding and ATV tours.

For more information on vacationing in Riviera Nayarit, please visit [www.rivieranayarit.com](http://www.rivieranayarit.com).

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#### **About Riviera Nayarit**

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. As a testament to Riviera Nayarit's luxury offerings, the destination garnered the top spot for "Best Luxury Beach Destination in Mexico" from Travelocity's Battle of the Destinations III. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit [www.RivieraNayarit.com](http://www.RivieraNayarit.com) or follow Riviera Nayarit's Fan Page on [Facebook](#).



**FOR IMMEDIATE RELEASE**

**INDULGE IN THE XVIII FESTIVAL GOURMET INTERNATIONAL,  
WITH A SIDE OF RIVIERA NAYARIT**

**Riviera Nayarit (September XX, 2012)** – Celebrating its 18<sup>th</sup> year, the Festival Gourmet International returns on November 8<sup>th</sup> – 18<sup>th</sup> to tempt the taste buds of hundreds of foodies who will gather in Riviera Nayarit, Tepic and Puerto Vallarta for this international gourmet event. During this ten day celebration, the public can make reservations at available events such as: chef's tables, winemaker dinners, cooking demonstrations, tequila tasting, wine and cheese events and much more.

Held each November, the festival attracts gourmands and chefs from all over the world, helping to solidify Riviera Nayarit's reputation as a world-class dining destination. Guests will have the opportunity to personally meet 30 guest master chefs including Hugo Alejandro Angulo Pérez, Esteban Lluís, Mikel Alonso, Antoine Denis, Pierre Dansac Burneau and Mexico's gastronomy ambassador to the world Patricia Quintana, among others and enjoy the artistry of cooking. Every night during the festival, resident chefs and their guest chefs will showcase their talent with a unique and enticing menu at participating restaurants.

Restaurants for this year's events include Emiliano and Las Pampas Steakhouse in the state capital Tepic, Frida, Green Bistro Restaurant Bar, Sea Breeze and Café des Artistes del Mar among others in Riviera Nayarit.

Below, find information on some of the events taking place at this year's Festival Gourmet International:

- The festival opens Thursday, November 8<sup>th</sup> with a World Chef's Welcome Party, a glamorous celebration at the Marival Residences & World Spa, Luxury Resort. A luxury menu of gourmet tapas, selected wines, Tequila Herradura, Corona beer, an orchestra for dancing and a beautiful show of fireworks welcomes chefs and friends. Tickets for this event cost US \$51.15 per person.
- Throughout the week, guests can enjoy a progressive dinner and discover secrets of guest chefs in an exclusive pairing evening with champagne, fine wines and spirits, exquisite hors d'oeuvres and delicious desserts. The tour includes transportation by the famous Trolleybus to multiple participating restaurants and hotels all located in Nuevo Vallarta, Riviera Nayarit. Tickets for this event cost US \$186 per person.

- Come back for seconds! At the end of the festival, guests can choose the restaurant, hotel or chef to which they would like to return. The festival's grand finale on November 18<sup>th</sup> features creations and delicacies from all over the world. No matter which hotel or restaurant guests choose for their last night of the festival, they will enjoy an evening in an exceptional ambiance filled with surprises and more to look forward to for next year. This event has no price available at this time.

For more information on the XVIII Festival Gourmet International and participating hotels, restaurants, guest and local chefs, or to make reservations visit: <http://www.festivalgourmet.com/>.

For more information about Riviera Nayarit, visit: [www.rivieranayarit.com](http://www.rivieranayarit.com)

###

#### **About Riviera Nayarit**

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**MEDIA RELEASE**



**SINGAPORE TOURISM BOARD HERALDS THE YEAR OF THE DRAGON  
WITH ANTHONY BOURDAIN IN NEW YORK CITY, FEBRUARY 13, 2012**

*Author & TV personality recounts personal stories about his Singaporean experiences  
at a private media luncheon*

*Singapore Tourism Board reveals new destination developments and attractions for 2012 and beyond*

**New York, NY – February 13, 2012** – The Singapore Tourism Board (STB), along with guest of honor Anthony Bourdain, and Singapore's Ambassador to the U.N., Albert Chua were at Michelin-starred Laut restaurant in New York City today for a private meet and greet with media. During the event, STB updated the media on the exciting new attractions expected to be unveiled this year through 2014. Speaking to Singapore's vibrant culinary scene, Bourdain addressed the media as he related his own adventures in Singapore, before opening the floor to a Q & A session.

While Bourdain provided guests with personal stories about his Singaporean adventures, Laut served a specially-created menu with favorite dishes hand-picked by STB and Bourdain -- including *Singapore laksa* and *Hainanese chicken rice*. Additional dishes not as well known were also presented to showcase the region's multi-cultural influences such as *beef rendang* (a rich and tender coconut-based beef stew); *rojak* (a fruit and vegetable salad mix); and *kuih dadar* (a crepe flavored wrap with pandan juice and stuffed with grated coconut steeped in palm sugar).

The Lion City has seen transformational new developments-the \$5.7 billion Marina Bay Sands integrated resort and the \$4.5 billion Resorts World Sentosa- that generate buzz and increase tourism arrivals for the island nation. 2012 will bring in more new developments and attractions including Asia's first ever river-themed animal park; trendsetting hotels; and, exciting dining concepts.

Please download select images of the event from this link; please note that the link will expire in seven days: <https://www.yousendit.com/download/T2dkanZ0RkVTSUJ4Tk1UQw>

*\*More images available upon request*

The following is an overview of what has opened in the past few months and what's to come:

**Just Opened:**

- **ArtScience Museum at Marina Bay Sands (Opened February 2011):** The first of its kind in South East Asia, the ArtScience Museum designed by American-based architect, Moshe Safdie, is shaped in the form of a lotus as a symbolic gesture of welcome to guests from across the globe. The Museum is set to become a premier destination for major international touring exhibitions from the most renowned collections in the world. The Museum is located at the Marina Bay waterfront and design features include an "innovative roof", which channels rainwater through the central atrium of the building creating a waterfall effect cascading into a pond. For more information visit: [www.marinabaysands.com/ArtScienceMuseum/](http://www.marinabaysands.com/ArtScienceMuseum/)

- continued -



- **Luxury hotel and boutique property openings:** 2010 and 2011 saw the openings of notable hotels. Highlights include the full renovation and reopening of the Shangri-La Rasa Sentosa Resort after a \$63 million makeover; the Ibis Singapore Novena which opened in April 2011, a property which bills itself as “the newest international best value 3-star hotel in Singapore;” and the luxurious 100-room Fullerton Bay Hotel, designed by acclaimed Asian designer, Andre Fu, located in the up-and-coming Fullerton Heritage district.
- **Louis Vuitton Island Maison:** Opened in September 2011, The Louis Vuitton Island Maison is a one of a kind concept for the luxury brand, and will feature nautical inspired interiors exclusively designed by internationally acclaimed and award winning architect Peter Marino. Visitors can look forward to a unique and sophisticated retail experience as the first Louis Vuitton Maison in Southeast Asia will incorporate art and cultural elements into its retail space.
- **Mouthwatering new dining attractions:** Ground breaking new restaurants welcomed new guests including the following:
  - The world’s most-decorated Michelin star chef, with 26 stars, Joël Robuchon opened his highly-anticipated restaurants L’Atelier de Joël Robuchon and Joël Robuchon Restaurant at Resorts World Sentosa on April 28, 2011. Robuchon’s restaurants - his first ever eateries in South East Asia - promise to be his most exciting yet. This marks the first time both his famed restaurants are located at a joint, custom-built premise, giving guests the unprecedented choice of two unique Robuchon dining concepts at each visit.
  - The Food Republic Beer Garden which opened in March 2011 is a 400-seat, open-air, hawker-food venue with 18 stalls operating out of pushcarts. Standard hawker fare is available and there is also a Street Bar, housed in a “disused” Tiger Beer lorry, where diners will have the option to choose from a selection of six beers on tap, various bottles of international beers as well as a wide range of spirits, wines and champagnes. Once the bar is fully operational, cocktails of choice will be available to order as well.

**Opening Soon:**

- **Gardens by the Bay:** Gardens by the Bay’s first phase is scheduled for completion in mid-2012. Occupying 101 hectares (approximately 250 acres or 177 football fields) of a prime area of land by the water, Gardens by the Bay is primed to become the “Central Park of Asia.” Situated at the heart of Singapore’s Marina Bay district, the Gardens will be an integral part of Singapore’s “City in a Garden” vision to weave the island-state into a green and floral tapestry. Marina Bay will transform into Singapore’s new downtown, and the Gardens will be the centerpiece of the integrated residential, business and entertainment facilities, offering a modern, seamless environment to work, live and play. For more information go to: [www.gardensbythebay.org.sg](http://www.gardensbythebay.org.sg)

- **River Safari:** The River Safari will be Asia's first river-themed animal park comprising boat rides, display of freshwater habitats and other highlights offering close-up multi-sensory experience that will thrill adults and children, with the aim to create greater awareness of freshwater habitat conservation. The development will be built with environmental sensitivity and minimal impact on the Mandai Nature Reserve area. River Safari will be located along Mandai Lake Road, adjacent to the Night Safari and Singapore Zoo. The River Safari is scheduled to open in early 2012. For more information visit: [www.riversafari.com.sg](http://www.riversafari.com.sg)
- **International Cruise Terminal:** By 2012, the highly-anticipated International Cruise Terminal (ICT) will be unveiled. The Terminal will double Singapore's berth capacity and enable more cruise ships to homeport and call on Singapore and Asia. With the ICT's deep waters, a large turning basin and lack of height restrictions, the world's largest ships, such as the Oasis-class ships being built now, will be able to dock in Singapore and enjoy dedicated cruise terminal facilities. The Terminal will also complement the existing Singapore Cruise Centre at the Southern Waterfront precinct. Website not available at press time.
- **National Art Gallery:** The National Art Gallery, Singapore is a new visual arts institution which will contribute to building Singapore as a regional and international hub for visual arts. It will focus on the display, appreciation, promotion, research and study of Southeast Asian and Singaporean art, as well as play host to international art exhibitions. Situated in the heart of the Civic District, the City Hall and adjacent former Supreme Court building - two important heritage buildings symbolic of Singapore's nationhood - will be converted to house this exciting new visual arts venue, and is anticipated to be completed by 2013. The National Art Gallery will be a civic and creative space, established for the enrichment, enjoyment and engagement of Singapore residents and visitors from all over the world. For more information visit [www.nationalartgallery.sg](http://www.nationalartgallery.sg).
- **Remarkable design hotels and multi-million dollar green/eco themed property slated to open end of 2011/2012:**
  - W Hotels' first ever Singapore property, the W Singapore Sentosa Cove is scheduled to open in August 2012 and is located on an exclusive island resort area. The property will feature 240 fully wired rooms, sensationally styled in Singapore chic; vibrant beach bars; trendy restaurants; a fully equipped SWEAT® Fitness Center and signature Bliss® Spa. For more information visit: [www.whotels.com](http://www.whotels.com)
  - The Pan Pacific Hotel Group has announced the opening of PARKROYAL on Pickering in 2012. This property is designed by award-winning design firm WOHA and once unveiled will be one of the greenest hotels in Asia at an investment value of close to USD\$ 283 million. WOHA are the architects behind iconic buildings such as The Met in Bangkok, and in Singapore, the School of the Arts and Stadium Mass Rapid Transit Station. Key green features of the hotel include: rainwater harvesting, automatic sensors to regulate energy and water usage, and solar cells that will power landscape lighting. Greenery features prominently in the hotel's design concept; lofty four-storey tall skygardens, spread throughout the building's façade bring lush



greenery directly to the rooms and internal spaces. In total, the property will boast 15,000 sq metres (approx. 161,460 square feet) of skygardens, reflecting pools, waterfalls, planter terraces and green walls. A diverse variety of greenery ranging from shade trees, tall palms flowering plants, leafy shrubs and overhanging creepers will come together to create a lush tropical setting – extending the green areas from nearby Hong Lim Park and encouraging biodiversity in the city. For more information visit: [www.pphg.com/pr\\_pphg\\_pickering.html](http://www.pphg.com/pr_pphg_pickering.html)

In 2011, Singapore experienced \$17.6 billion (in USD) in tourism receipts and 13.2 million international visitor arrivals, a 13% growth from 2010. Among those travelers, US growth was up 6%, totaling 441,000 visitors by end of 2011.

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#### **About Anthony Bourdain**

Anthony Bourdain is an American chef, author and television personality. He is well known for his 2000 book *Kitchen Confidential: Adventures in the Culinary Underbelly*, and is the host of Travel Channel's culinary and cultural adventure program *Anthony Bourdain: No Reservations* and as of 2011 *The Layover* also on the Travel Channel.

A 1978 graduate of the Culinary Institute of America and a veteran of professional kitchens, Bourdain is currently a chef-at-large, whose home base is Brasserie Les Halles, New York where he was executive chef for many years.

#### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit [www.stb.com.sg](http://www.stb.com.sg)

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**FOR IMMEDIATE RELEASE**



**2,000 YEARS OF HISTORY, BIRTHPLACE OF AMERICAN DEMOCRACY,  
ROMANTIC HOTELS, DINING BY THE SEA AND FINE WINES: A RECIPE FOR A  
MEMORABLE VACATION**

*Situated in Turkey's Beautiful Mediterranean Region, the Extraordinary Patara Excavations  
are One of Many Reasons to Explore Lycia in Style*

**NEW YORK (August 23, 2012)---** The American Constitution is 225 years old this year but, for those who want to understand the inspiration for what became one of the world's most extraordinary statements of democratic principles, the journey begins as early as 167 BC, in Patara, Lycia. Today, visitors from around the world gather here to marvel at the newly excavated ruins of Patara, delighted to discover that 2,000 years of history here on Turkey's southwest Mediterranean coast go hand in hand with elegant boutique hotels overlooking the blue sea, al fresco dining by moonlight, fine cuisines and wines, and one of the most famous beaches in the country. In short, the makings of an utterly romantic and stimulating vacation.

Forgotten for centuries and rediscovered after extensive and careful excavation of an entire city, Patara was the center of the Lycian League, the very first federal republic of city states in human history. The Federal form of government created here was based on proportional representation, the precursor of American representative democracy. During the Constitutional Convention in 1787, James Madison and others cited the profound importance of the Lycian League. With the ratification of the Constitution, the U.S. House of Representatives came to be modeled, in many ways, on Lycian forms of government.

The excavations, many newly opened to the public, include an ancient parliament building known as the Bouleuterion, Roman baths, a large theater, a Byzantine basilica, a necropolis, wide avenues leading to a central market, one of the oldest and the best preserved lighthouses in the world, fortifications, monuments and much more. Reason enough to pay a visit, to say nothing of the fact that Patara also was the birthplace of Santa Claus, but that is another story.

Fascinating as it is, this exceptional glimpse into history and the principles by which democracies now live is just one of many reasons to travel to visit this enchanting and inspiring region of Turkey. Praised for its wild, rugged beauty, Lycia is also renowned for the Lycian Way, a 300+ mile network of ancient trading paths and roads that provide almost limitless hiking

opportunities. There is even an annual ultra-marathon that utilizes many of the most dramatic stretches of the Way. And, there are the beaches at Patara and Kaputas, magnets for Europe's "cognoscenti."

The place to stay when visiting Patara is the picturesque harbor town of Kalkan and its surrounding foothills of the Toros Mountains, a dozen miles from the ruins. This is an ancient fishing center with a carpet bazaar and other markets that, today, is just as apt to have a harbor full of luxurious yachts. White-washed houses cascade toward the sea, some 100 outdoor cafes and restaurants with rooftop terraces twinkle colorfully in the evenings, the sea is crystal clear, and the hospitality is warm and friendly. A selection of boutique hotels and luxury villas offer often elegantly designed stylish accommodations with swimming pools hugging the rooftops overlooking the Mediterranean.

Following are some recommended hotels and restaurants in the region:

- Likya Residence Hotel & Spa (<http://www.likyakalkan.com/>)
- Kalkan Mountain Villas (<http://www.kalkan-mountain-villas.co.uk/>)
- Villa Mahal (<http://www.villamahal.com/#home>)
- Pirat Otel (<http://www.hotelpirat.net/>)
- Aubergine Restaurant (<http://www.kalkanaubergine.com>)
- Bodama Tepe Restaurant (in Islamlar Village, a beautiful village with stunning views in the mountain foothills six miles from Kalkan) (<http://kleocottages.com/restaurant.html>)
- There also are small restaurants in Bezirgan Village, 15 miles from Kalkan, that offer authentic dining experiences of the region

Other activities in Patara, Kalkan and the surrounding area, in addition to the ruins at Patara, include horseback riding on the beach, watersports, shopping in the markets of Fethiye and other nearby cities, and other excavations, including those in Tlos, Xanthos and Letoon. The region is served by the international airport at Dalaman, approximately 1 ½ hours by car from Kalkan. Many visitors to the region travel by rental car in order to have the flexibility to explore what, when and where they want.

#### **About Turkey**

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

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## MEDIA RELEASE



### ORCHID NAMED AFTER DUKE AND DUCHESS OF CAMBRIDGE

#### *Royal Couple visit the National Orchid Garden as the first stop during their inaugural Singapore visit*

**Singapore, 11 September 2012** - His Royal Highness The Duke of Cambridge and Her Royal Highness The Duchess of Cambridge visited the National Orchid Garden today. To mark this special occasion Mr. Poon Hong Yuen, Chief Executive Officer of the National Parks Board, presented the Royal Couple with an orchid named after them - *Vanda William Catherine*. The Garden was the first stop in the royal couple's Asia Pacific tour to commemorate Her Majesty Queen Elizabeth II's Diamond Jubilee this year.

*Vanda William Catherine* (*Vanda* First and Last x *Vanda* Motes Toledo Blue) is a stunning free-flowering orchid hybrid. Each flowering spray can grow to 25 to 35 centimeters in length and bear up to 10 blooms. Each individual flower is approximately 7 to 8 centimeters across and features attractive white petals and sepals with purple red spots, complemented with an outstanding dark purple lip.

During the visit, the Royal Couple also viewed two orchids of significance to the family - *Dendrobium* Queen Elizabeth II and *Dendrobium* Memoria Princess Diana. *Dendrobium* Queen Elizabeth II was named after Her Majesty Queen Elizabeth II of the United Kingdom during her visit to the Singapore Botanic Gardens in 1972. *Dendrobium* Memoria Princess Diana was named in 1997 in memory of Diana, Princess of Wales.

"The Singapore Botanic Gardens is very honored to host the Duke and Duchess of Cambridge for this visit. Singapore has a longstanding tradition of naming orchids after important guests. It is especially significant that we are able to name an orchid after Their Royal Highnesses, having named orchids after Her Majesty Queen Elizabeth II as well as the late Princess of Wales," said Mr. Poon.

Orchid naming is Singapore's special way of welcoming important guests. The National Orchid Garden at the Singapore Botanic Gardens houses VIP orchids named after state dignitaries such as *Paravanda* Nelson Mandela and *Dendrobium* Margaret Thatcher, as well as celebrity orchids such as *Dendrobium* Jackie Chan.

Please download select images from this link; please note that the link will expire in seven days:  
<https://rcpt.yousendit.com/1701140971/cc06b2c233f27929901a016e16f56962>

**\*Photos to be credited to National Parks Board, Singapore**

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**About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit [www.stb.com.sg](http://www.stb.com.sg)

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**Media Release  
FOR IMMEDIATE RELEASE**

**Royal Jordanian, VIA Rail Canada conclude agreement  
enabling RJ passengers to land in Montreal and travel  
to Ottawa and Toronto**

Amman, Oct. 4, 2012: Royal Jordanian (RJ) signed an agreement with VIA Rail Canada, Canada's rail passenger service, whereby RJ may sell train tickets to its passengers wishing to continue their travel beyond the RJ destination in Canada — Montreal — to Toronto and Ottawa.

Royal Jordanian becomes thus VIA Rail Canada's first code-share partner. According to the agreement, when an RJ passenger purchases his/her airline ticket from RJ, Royal Jordanian issues a ticket that holds one code for both means of transportation, air and rail. This ticket will show that the passenger has a VIA Rail Canada ticket.

This code-share ticket may be purchased through the Internet booking engine at [www.rj.com](http://www.rj.com) or from any RJ sales offices and travel agents around the world.

RJ President/CEO, Amer Hadidi said: "We are proud to cooperate with a well-respected rail service company as VIA Rail Canada. The frequency and travel times of VIA's trains between Montreal and Toronto, and Montreal and Ottawa extend the quality of services and comfort experienced by RJ passengers to and from Amman. Through such partnerships, RJ aims at giving more convenient travel options to its passengers."

Pierre Santoni, VIA Senior Director Domestic and International Sales, said: "We are excited to partner with Royal Jordanian to enable travelers to and from Ottawa and Toronto to take the VIA Rail trains to Montreal's Trudeau Airport and connect with Royal Jordanian flights to Amman and beyond in a

seamless fashion. Royal Jordanian will become a highly regarded partner, making it easier to connect to other Canadian cities at an affordable cost.”

#### **About VIA Rail's intermodal partnerships**

Over the course of the last two years, VIA Rail has implemented a strategy involving the creation of intermodal synergies aimed at improving the interconnectivity with other passenger carriers across the country. To date, this strategy has led to partnerships with major urban transportation companies in Montreal and Toronto (Agence métropolitaine de transport in Montreal and GO Transit in Toronto), and motorcoach operators such as Pacific Western Transportation's Airport Express shuttle to the Toronto Pearson Airport, Robert Q in Southwestern Ontario and Red Arrow service in Alberta. VIA has also a code share agreement with Royal Jordanian Airlines, and an affiliate agreement with Air Transat, recently named World's best leisure airline.

#### **About VIA Rail Canada**

As Canada's national passenger rail service, VIA Rail Canada ([www.viarail.ca](http://www.viarail.ca)) has a mandate to provide Canadian travellers with safe, efficient, and cost-effective passenger transportation services in the country's two official languages. VIA operates intercity, regional and transcontinental train services linking 450 communities through its 12,500-kilometre network. Winner of the 2011 RAC Safety Award, VIA Rail safely transports more than four million passengers annually. In 2007, the Government of Canada invested almost a billion dollars in VIA Rail. Follow our transformation on [viarail.ca/transformingVIA](http://viarail.ca/transformingVIA).

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#### **About RJ**

Royal Jordanian, which is a public shareholding company, was established in 1963 as the national air carrier of Jordan. Its vision is to be the airline of choice connecting Jordan and the Levant with the world. The airline is located in the heart of the capital, Amman, and its flights are operated from Queen Alia International Airport. Its modern fleet of 32 aircraft covers some of 60 destinations spread on four continents.



RJ is a member of the oneworld airline alliance, along with big names in the air transport industry. The company is an award-winning airline for air and ground services. It is committed to broaden its route network, modernize its fleet and continuously improve its services.

For further information, please visit [www.rj.com](http://www.rj.com).

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**SINGAPORE WELCOMES REFURBISHED MEETING AND EVENT SPACES**

*The Lion City Also Sets Records at Two Renovated Hotels*

**Singapore – xx December, 2012** – Singapore experienced 46 per cent growth in the number of conventions, conferences and trade shows it hosted in 2011. This includes 78 new events during that calendar year. With the recent openings and renovations of hotels and meeting venues, visitors can be assured of an enriching experience during their stay for business events and vacations. Recently named Asia's most popular business travel destination by Accor Asia-Pacific Business Traveler Research in August 2012, the country's ongoing commitment to innovation and strategic expansion provides travelers with a dynamic environment for each visit.

Fresh meeting facilities and hotel renovations in Singapore offer enhanced inventory, helping the region to remain vibrant and meet the evolving needs of increasingly discerning business and leisure travelers. Among the highlights happening in Singapore are hotel renovations that are the most extensive ever made at two major hotel brands – Singapore Marriott Hotel and Pan Pacific Singapore. Additionally, Fullerton Bay Hotel Singapore's new floating event pods have become the first and only customized space to be located directly on Marina Bay.

**Suntec Singapore**, Asia's Convention City which has hosted more than 18,000 events during the last 16 years, embarked on a US\$147 million modernization program in mid-2012. The redesign of the Suntec International Convention and Exhibition Centre will cater to the increasing demand for more flexible and convertible spaces and venues, where exhibitors are organising more concurrent activities and conferences alongside the main conventions and exhibitions as companies move towards integrating multiple business events that offer synergy with one another. The new facility will also integrate a high-degree of advanced technology and unveil an impressive two-story interactive digital wall, along with a modernized façade. For more information, please visit [www.suntecsingapore.com](http://www.suntecsingapore.com).

In addition, Singapore Expo has expanded with a new meetings facility, **Max Atria**, which opened in March 2012. The 136,702 square-foot complex can host events for up to 3,500 people across 32 column-free rooms, spacious foyers, a garden courtyard and rooftop. The venue is the first MICE venue in Singapore to receive the Building and Construction Authority's (BCA) Green Mark Platinum status. Please visit [www.maxatria.com.sg](http://www.maxatria.com.sg) for more information.

Officially opened on October 22, 2012, the new **Marina Bay Cruise Centre Singapore (MBCCS)** is located in the heart of the city's vibrant business district, making it an unconventional and unique venue for meetings, launch events and gala dinners. In addition, the 300,000 square-foot MBCCS will double Singapore's berth capacity, enabling more cruise ships to call Singapore their homeport and call on both Singapore and Asia. With its deep waters, a large turning basin and lack of height restrictions, the world's largest ships, such as the Oasis-class ships being built now, will be able to dock in Singapore and enjoy dedicated cruise terminal facilities. The Terminal also complements the existing Singapore Cruise Centre at the Southern Waterfront precinct. Please visit [www.mbccs.com.sg](http://www.mbccs.com.sg) for more information.

Adding to the stable of environmentally friendly venues and properties is upcoming new hotel development **PARKROYAL on Pickering** which is expected to open its doors on 16 January 2013. Designed by internationally acclaimed architectural firm WOHA, the property boasts a hotel-in-a-garden concept that focuses on integrating environmental principles and elements throughout the premises. It was lauded as an architectural stunner by Forbes.com in a 'Hotels of the Future: 7 Architectural Stunners on the Horizon' story that showcased seven upcoming hotels around the world representative of cutting-edge architectural trends earlier this year, and was also conferred the Green Mark Platinum Award earlier this year.

**The Fullerton Bay Hotel Singapore** introduced three floating event pods in September 2012, the only event spaces custom-built on Marina Bay to hold intimate events. Located on water in the harbor of the Fullerton Bay Hotel, the pods are reminiscent of trading boats docked in a modern day setting. The pods are well suited for exclusive events such as boardroom meetings and intimate celebrations. Each pod is equipped with its own 55-inch HDTV, built-in sound system, automatic blinds and an attached bathroom. A truly unique venue in an enchanting setting, the new pods are designed for meeting planners seeking the ultimate meeting and event space that's in a class of its own. For more information, please visit [www.fullertonhotel.com](http://www.fullertonhotel.com).

**Singapore Marriott Hotel** unveiled a US\$29 million refurbishment in May 2012, the most extensive project of its kind in the hotel's 17-year history. Most notable are two new room categories, which have been introduced for business and leisure travelers: Premier Deluxe Rooms and Studio Rooms. A brand new F&B concept, Java+, completes the refurbishment, bringing the hotel's restaurant count to five. Please visit [www.singaporemarriott.com](http://www.singaporemarriott.com) for more information.

As of September 2012, business and leisure travelers can immerse themselves in the serenity of **Pan Pacific Singapore**, which experienced its biggest transformation in its 25-year history. The highlight of the renovation is the 360 degree view Pacific Club on Level 38, the topmost floor of the hotel. The latest technology and contemporary design have been combined with the 'Pacific Touch', a sensory expression of the unique culture, geography, design and heritage of the Pacific Rim that is connected by an unmistakable feeling of light and sense of calm. For more information, please visit [www.panpacific.com](http://www.panpacific.com).

**Shangri-La Hotel** unveiled **Singapore's** iconic **Garden Wing** in June 2012, following an eight month renovation. The newly expanded property, redefines Singapore's hotel landscape as the country's only urban resort. Epitomizing the best of resort-style hospitality, guests can enjoy a relaxing overnight experience in the heart of cosmopolitan Singapore. The new Garden Wing features 158 nature-inspired guestrooms and suites, a new dining concept and Singapore's first CHI, The Spa, all incorporating noteworthy environmental considerations. Please visit [www.shangri-la.com](http://www.shangri-la.com) for more information.

#### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit [www.stb.com.sg](http://www.stb.com.sg) or [www.yoursingapore.com](http://www.yoursingapore.com)

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**FOR IMMEDIATE RELEASE**



**RIVIERA NAYARIT WELCOMES 'THE BACHELOR CANADA'**

*From Boho-chic Sayulita to the Intimate Sanctuary of the Marieta Islands, Romance Heats up for The Bachelor Canada in Riviera Nayarit*

**Riviera Nayarit, Mexico (October 24, 2012)** – Riviera Nayarit's 197 miles of pristine coastline was the setting for *The Bachelor Canada*, Episode 3. Riviera Nayarit provided a romantic and luxurious environment with a wide variety of activities for the bachelor, Brad Smith, and his dates. The episode chronicles their experiences in authentic Mexican villages, an island sanctuary, pristine beaches, strolling the vibrant and colorful town of Sayulita and indulging in one of the destination's most luxurious resorts, Grupo Vidanta's Grand Luxxe Resort.

The bachelor, Brad Smith, and the five lovely 'bachelorettes' first visited the surf spot turned boho-chic artist town of Sayulita. Whether watching pro-surfers take on the Pacific tides or perusing the eclectic collection of galleries and boutique stores offering indigenous Huichol Indian art, they surely got a taste of Riviera Nayarit's thriving artist colony.

Following their time in Sayulita, the cast and crew headed for Jarretaderas where Fundacion Vidanta, the community outreach program founded and supported by Grupo Vidanta, provided them with the opportunity to donate sports equipment and play a game or two of soccer with local children.

"As we were filming, Brad and the bachelorettes kept commenting on the beauty of the beaches, the great vibe and friendliness of the people and especially, their spectacularly luxurious suites at the Grand Luxxe. We were delighted to show the romance of Riviera Nayarit to Canadians and look forward to welcoming many weddings, honeymoons and romantic travelers to our destination," said Richard Zarkin, PR Director of the Riviera Nayarit Convention and Visitors Bureau.

Perhaps the most enviable moments were during the one-on-one date aboard a luxury yacht. Departing from the Marina Riviera Nayarit at La Cruz, Brad and Bianka cruised to Marieta Islands, a protected wildlife sanctuary in Riviera Nayarit's Banderas Bay. At Marieta Islands,

visitors can view a variety of protected marine creatures and over 86 different types of bird species. After a full day of activity, the couple ended the evening with a beautiful sunset enjoyed over champagne.

"We are thrilled that the Riviera Nayarit was selected to participate in 'The Bachelor Canada.' It is one of the most romantic, luxurious and authentic destinations in Mexico. The episode clearly conveyed our wealth of such varied offerings - from its small towns, pristine beaches, mountain rainforests, multitude of outdoor activities, superb spas, top restaurants and luxurious resorts, Riviera Nayarit is ideal for a romantic getaway," said Marc Murphy, Managing Director of Riviera Nayarit Convention and Visitors Bureau.

Throughout the year, the deep blue waters and white sand beaches of the Pacific Coast coupled with the warm climate nurtures the region's lush, colorful vegetation. Riviera Nayarit offers a variety of outdoor activities; December marks the beginning of whale-watching season with hundreds of humpback whales that return for their mating and birthing season. In February, La Tovar National Park in San Blas, "one of the most important winter habitats for birds in the Pacific" becomes home to 80% of the Pacific migratory shore bird populations. All year round, guests can enjoy championship golf courses, relax in world-class spas, be thrilled by outdoor adventures from deep sea fishing to ATV jungle tours. Moreover, visitors can enjoy some of the many world-class events that take place in the region, from the Nautical Extravaganza, Mexico's largest sailing competition, to the International Gourmet Festival, which attracts top chefs from around the world to Riviera Nayarit.

The Riviera Nayarit episode aired on October 17th, 2012 at 9:30 p.m. ET on Canada's Citytv. Tune in to watch The Bachelor Canada every Wednesday at 9:30 PM | 8:00 MT | 8:30 CT on Citytv. To view the upcoming show schedule, please visit: [www.citytv.com](http://www.citytv.com).

Fans that miss the show can catch up on Citytv.com, Rogers on Demand, Rogers Anyplace TV, or on the Citytv Video App for iPad, iPhone and iPod touch.

#### **About *The Bachelor Canada***

*The Bachelor Canada* is the Canadian version of the perennially successful The Bachelor franchise on Citytv and OMNI Television. The series is produced by multiple award-winning Force Four Entertainment. Sean DeVries is the supervising producer, Joyce Sawa is the series producer, and John Ritchie serves as executive producer for the series. Claire Freeland is the director of original programming for Rogers Media and executive producer of *The Bachelor Canada*.

### **About Citytv**

Citytv™ television stations in Toronto, Vancouver, Calgary, Edmonton, Winnipeg, and Saskatchewan offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, Citytv engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. Citytv is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on Citytv stations and programming, visit [www.Citytv.com](http://www.Citytv.com).

### **About Riviera Nayarit**

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. This year, as a testament to Riviera Nayarit's luxury offerings, the destination garnered two impressive awards: the top spot for "Best Luxury Beach Destination in Mexico" from Travelocity's Battle of the Destinations III and the "Best Destination Crystal Apple Award" by Apple Vacations. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit [www.RivieraNayarit.com](http://www.RivieraNayarit.com) or follow Riviera Nayarit's Fan Page on Facebook.

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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**VIA Rail Canada Representatives Meet MPs and the Mayors  
of New Brunswick**

**Bathurst, New Brunswick, October 22, 2012** – Representatives from VIA Rail Canada met with local members of parliament and mayors in Bathurst today to discuss the future of passenger rail transportation in the region.

"Representatives from the region clearly explained their concerns and expressed their opinions on the recent announcements affecting rail transportation in New Brunswick. This meeting allowed us to assure them that VIA Rail shares their concerns and intends to continue to play a major role in the mobility of people living in the Maritimes," said Yves Desjardins-Siciliano, Chief Legal and Corporate Affairs Officer and Corporate Secretary of VIA Rail, who is also a member of the *Strategic Committee on Rail Assets* established by the Government of New Brunswick. "This meeting also helped us to explain that the service adjustments—which take effect on October 25 and 27—are necessary because of the continued decline in traffic from 255,000 to 134,000 yearly passengers on *The Ocean* over the past 15 years. Our duty to properly manage Canadian taxpayers' money compels us to make difficult decisions."

Over the past five years, VIA Rail has invested more than 25 million dollars in repairing its locomotives and *The Ocean's* rolling stock, in addition to renovating its stations and infrastructure in the region. Furthermore, *The Ocean* service continues to be improved by adding a car with a panoramic view year-round.

Last year, VIA Rail developed a national intermodality strategy which involves working with regional carriers to harmonize schedules, facilitate multi-carrier ticketing and simplify passenger transportation. To this end, Marc Laliberté, Chief Executive Officer, appealed to local motorcoaches companies to partner with VIA Rail during a discussion before the Halifax Chamber of Commerce this past August.

**About VIA Rail Canada**

As Canada's national rail passenger service, VIA Rail Canada's ([www.viarail.ca](http://www.viarail.ca)) mandate is to provide safe, efficient, cost-effective passenger transportation in the country's two official languages. VIA operates intercity, regional and transcontinental trains linking 450 communities across its 12,500-kilometre route network. Recipient of the RAC's Safety Award in 2011 for the 11<sup>th</sup> time in 12 years, and of the 2012 Agent's Choice Award voted on by Canadian travel agents and presented by Baxter Travel Media, VIA safely transports over four million passengers annually. Since 2007, the Government of Canada has provided VIA Rail with nearly one billion dollars in capital investment funding. Follow the evolution of current projects at [viarail.ca/TransformerVIA](http://viarail.ca/TransformerVIA).

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**ESCAPE THE CHILLS IN RIVIERA NAYARIT WITH EXTRAORDINARY  
WINTER HOTEL PACKAGES**

**Riviera Nayarit (November 12, 2012)** – For a winter vacation that is sure to be cherished, head down to Riviera Nayarit and take advantage of irresistible values offered at hotels for families and couples alike. Complementing the destination's natural beauty is a selection of luxury resorts, all-inclusive hotels and boutique properties that cater to a variety of tastes. For this winter season, hotel offerings include everything from VIP treatments at luxury accommodations, incredibly discounted rates to 'kids stay free.'

The combination of sun, sand and Mexican culture yields to an array of distinctive holiday festivities for visitors to discover. In addition, one of the standout destination highlights occurs during the winter season. Beginning in December, hundreds of humpback whales head to the protected waters of Banderas Bay during their migration from Alaska to Hawaii. Here, they swim amongst wild dolphins that inhabit the waters year-round. An incredible destination experience, visitors can view the whales up close and personal through Vallarta Adventures' Whale Watching Tour. For more information, visit: [www.vallarta-adventures.com](http://www.vallarta-adventures.com)

**Information on packages available is included below:**

- Escape to the **St. Regis Punta Mita Resort** and take advantage of its **"Sunsational Savings"** package to enjoy beautiful beaches and amazing sunsets this winter. The package offers a glass of champagne upon arrival, third night free, daily full breakfast at Las Marietas Restaurant, signature St. Regis Butler service with its wake up call with complimentary coffee or tea and the pressing of two garments, Children's Club for children from 5-12 years free of charge and free access to Exercise room and Remède Spa. Starting from US\$406 in a Deluxe Garden View Room per room per night based on a double occupancy, this package is valid for a minimum stay of three nights from November 5th - December 20th, 2012 using rate code SUNSAV. For reservations visit [www.stregis.com/puntamita](http://www.stregis.com/puntamita) or call 1-877-787-3447.
- The **Four Seasons Punta Mita** allows you to beat the holiday rush with more days to relax, explore, or do whatever you want in Riviera Nayarit with its **"Stay Longer"** package. For every two consecutive paid nights you get the third night free from now until December 21<sup>st</sup>. With every three consecutive paid nights you get the fourth and fifth nights free from November 25th until December 21<sup>st</sup>. Or, extend your four-night stay with a complimentary fifth night between January 3 and April 6, 2013. Starting at US\$400 per room per night based on a double occupancy, this package can be booked online at <http://www.fourseasons.com/puntamita> or by phone at 52 (329) 291-6019.
- The newly renovated **Occidental Grand Nuevo Vallarta** is offering reduced rates this winter with two special promotions. The **"Holiday Sale"** promotion includes the resort's all-inclusive features at a discounted rate of US\$167 per person per night from

December 23 – January 2, 2013. The "Winter EBB" promotion includes 48 percent off your stay in a Deluxe room from January 3 – April 30, 2013 when you book before November 29. For reservations, please call 1-800-858-2258 or go online at <http://www.occidentalhotels.com/grand/NuevoVallarta.asp>.

- The **Riu Palace Pacifico**, characterized by its elegant palatial architecture, is offering special rates starting at US\$94 per night per person based on a double occupancy. **Riu Vallarta**, distinguished by its avant-garde design, is offering special rates starting at US\$74 per night per person based on a double occupancy. Valid now until December 23<sup>rd</sup>, these promotions can be booked online at <http://www.riu.com> or by phone at 1-888-748-4990.
- The luxurious AAA Five Diamond all-inclusive **Grand Velas Riviera Nayarit** in Nuevo Vallarta is offering special discounted rates and no minimum night stay requirement for Christmas. Starting at US\$380 per room per night based on a double occupancy, this promotion is valid for travel from December 20-27. For reservations, use code X12BRO online at <http://vallarta.grandvelas.com/> or by phone at 1-877-418-2722.
- Discover historic San Blas at the stunning **Garza Canela Hotel** with discounted rates for the holiday season. From now until December 15<sup>th</sup>, guests can book a room for US\$80 per room per night based on a double occupancy plus two kids under 12 stay for free when sharing the room. During Christmas and New Year's, guests can book a room for \$140 USD per room per night based on double occupancy, complimentary breakfast and kids under 12 stay for US\$20. For reservations, visit <http://www.garzacanela.com> or call 1-800-713-2313.

For more information about Riviera Nayarit, visit: [www.rivieranayarit.com](http://www.rivieranayarit.com)

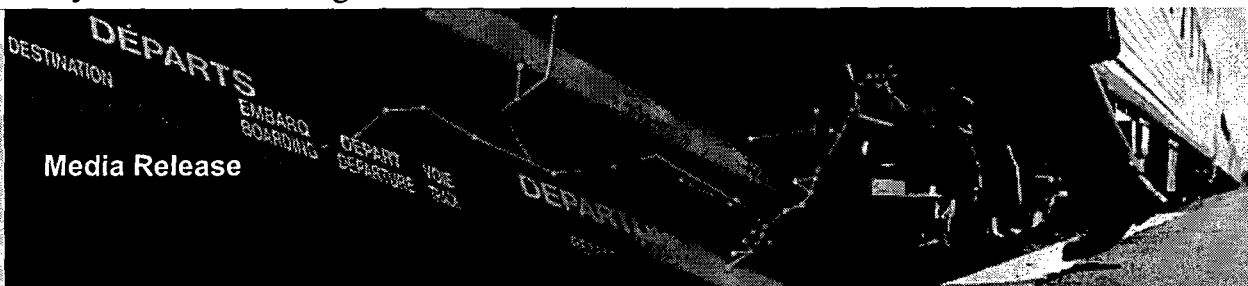
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*Draft for approval*

## CELEBRATE THE HOLIDAYS AND THE WINTER SEASON 'THE CANADIAN WAY' WITH VIA RAIL

**MONTREAL (November 27, 2012)** – The winter season is quickly approaching and VIA Rail Canada makes it easy for travelers to join Canadians and celebrate the season's most popular holidays and festivals. Canada, known for snow, hockey and dog sleds, is practically synonymous with winter travel. This year, stray from the usual, and take advantage of some of Canada's quirky events and festivals that truly celebrate the winter spirit. From gigantic ice slides, to the largest winter festival in the world, to taking a dip with polar bears, a winter adventure is just one stop, or two, along VIA Rail's convenient routes.

A major attraction in Canada for the holiday season, the CAA Winter Festival of Lights is Canada's largest lights festival turning Niagara Falls into a winter wonderland, attracting more than 1 million visitors. Hop off the Corridor train at the Niagara Falls stop and visit the festival that features more than 120 spectacular illuminations, including the world-famous Enchantment of Disney displays. The lights go up on November 3rd, 2012 and runs until January 31, 2013. For more information, please call 1-800-563-2557.

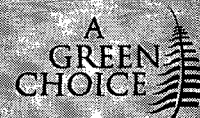
This holiday season, VIA Rail will extend the all-inclusive Sleeper Plus Class offering. The Sleeper Plus Class halts service on the Ocean during the winter season, however, from December 16 through January 6, travelers can take advantage of this service while enjoying a winter adventure on the Ocean (Montréal-Halifax). It is particularly fun for families and couples. This class of service includes:

- All-inclusive meals served in the dining car (alcohol is not included)
- Exclusive access to the famous domed Park car for spectacular views along its seaside route
- Informal presentations and activities on the Maritimes

For more information for this exclusive offer visit: <http://www.viarail.ca/en/meal-inclusive-Ocean>.

While on the Ocean later in the winter, visitors can stop at Moncton and join in on Winterfesthiver for fun filled family activities. On February 2-3, 2013, New Brunswick's best winter celebration comes to Fredericton. The popular gigantic ice slides, almost 23 feet high, thrill visitors from far and wide. Families will also enjoy the snow maze, snow and ice sculptures, pony rides, horse-drawn sleigh rides, polar bear games of bowling, curling and golf, dog sled rides, petting zoos and much more. For more information, please call (506) 474-0096.

Stop at Halifax on the Ocean route during the "dead of winter". The In the Dead of Winter festival is an acoustic music festival held annually on the last weekend of January. The festival brings a diverse group of acoustic musicians together to not only perform but to



also meet one another in a professional environment. The event showcases the diversity of acoustic music in the Atlantic Region, Canada and the United States:

Visitors who ride the *Corridor* or *Ocean* train should be sure to stop at the Québec City station in early February. For more than 56 years, the Québec Winter Carnival has been the biggest winter festival in the world, offering 17 days of fun for the entire family including over 300 shows and activities, an ice palace, two magical night parades and a daytime parade, a 400-foot-long ice slide, and an outdoor stage with dance and music performances every Friday and Saturday night. Visitors who aren't afraid of heights can ride on the zip-line high above the Plains of Abraham, one of Canada's most prestigious city parks. More athletic challengers can be found in the ice canoe racing events on the St. Lawrence River or the dogsled races. The Québec Winter Carnival begins on February 1-17, 2013. For more information please call (418) 626-3716.

Travelers can take a dip with the "polar bears" when they hop off the *Canadian* or *Corridor* train in Oakville, Ontario for *The Courage Polar Bear Dip for World Vision*. On January 1, 2013 at the Coronation Park, hundreds of people will jump into the ice cold waters of Lake Ontario. Some dippers show up for the fun festival atmosphere, many dressed in crazy costumes and others attend to support a great cause. This is a chance for visitors to ring in the New Year in a bold, new way and check off something from their bucket list. Net proceeds from the Courage Polar Bear Dip have been donated to World Vision Canada since 1995. For more information on The Courage Polar Bear Dip or World Vision, please call 1-800-COURAGE (268-7243).

While on the *Canadian* route, visitors can't miss the Festival du Voyageur in Winnipeg. Literally translated as "Festival of the Traveler", this 10-day winter festival takes place February 15-24, 2013, celebrating the sights, sounds, snow and spirit of Canada. "Voyageur" refers to those who worked for a fur trading company and usually travelled by canoe. The Festival du Voyageur's emphasis is on the magnificence of winter with several historical, educational and entertaining activities and special events. Look-alike contests, a beard growing contest, fiddling contest, snow sculptures are on the schedule, just to name a few. Dubbed "The World's Largest Kitchen Party", food and wine from the region adds to the fun. Guests will feel the spirit and culture of the Voyageur as this vibrant community comes together to celebrate.

The winter season is never complete without hot chocolate. Before you start or end your *Canadian* journey, snuggle up at the Vancouver Hot Chocolate Festival. Top chocolate makers come together to spike their hot chocolate drinks with the wildest, most delicious flavors you can imagine. Flavors range from dark hot chocolate flavors like black sesame, salted caramel with rosemary, ginger and pistachio to milk chocolate flavors like blueberry, hazelnut and chai, and earl grey. There are other choices like white chocolate flavors such as chestnut and vanilla and non-dairy flavors like dark chocolate with cinnamon-vanilla marshmallow. Try all flavors at next year's festival! The 2013 Vancouver Hot Chocolate's date is TBD. For more information, visit <http://www.cityfood.com/events/hotchocolate>.

Take advantage of VIA Rail's Express Deals and save up to 75% on select departures. For more information visit: <http://www.viarail.ca/en/deals>.

For more information on VIA Rail's winter getaways, please visit: <http://www.trainpackages.ca/en/packages/seasons?thumb=getaways>

For more information on VIA Rail, call 888-VIA-RAIL (888-842-7245) or visit [www.viarail.ca](http://www.viarail.ca).

**About VIA Rail Canada**

As Canada's national rail passenger service, VIA Rail Canada's mandate is to provide efficient, environmentally sustainable and cost-effective passenger transportation, in both official languages. Every week, VIA operates 503 intercity, transcontinental and regional trains linking 450 communities across its 12,500-kilometre route network. The demand for VIA services is growing as travelers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Follow VIA on Twitter at [twitter.com/via\\_rail](https://twitter.com/via_rail). Check out VIA's new Facebook page at [facebook.com/viarailcanada](https://facebook.com/viarailcanada).

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## *H & S Public Relations*

### **SINGAPORE TOURISM BOARD 2012 YEAR END PUBLIC RELATIONS REPORT**

**TO: SINGAPORE TOURISM BOARD  
FROM: H&S PUBLIC RELATIONS**

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#### **2012 Secured Media Coverage by H&S**

##### ***2012 Total Media Coverage By the Numbers:***

|                                      |                  |
|--------------------------------------|------------------|
| <b><i>Total Number of Clips:</i></b> | <b><i>XX</i></b> |
| <b><i>Total Circulation:</i></b>     | <b><i>XX</i></b> |
| <b><i>Total AD Value:</i></b>        | <b><i>XX</i></b> |

##### ***2012 Total Year End Coverage Resulting from Press Visits***

|                                      |                              |
|--------------------------------------|------------------------------|
| <b><i>Total Number of Clips:</i></b> | <b><i>15</i></b>             |
| <b><i>Total Circulation:</i></b>     | <b><i>1,113.98</i></b>       |
| <b><i>Total AD Value:</i></b>        | <b><i>\$2,526,922.25</i></b> |

#### **2012 Singapore Tourism Board Events**

##### **Anthony Bourdain Media Lunch Event, February 13, 2012**

On February 13<sup>th</sup> the Singapore Tourism Board hosted an exclusive media luncheon featuring celebrated Singaporean dishes from Michelin-starred Laut Restaurant.

- **Attendees for Anthony Bourdain Media Lunch, February 13<sup>th</sup>**
  - **ABC News – Lee Alexander**

- *Associated Press* - Scott Mayerowitz
- *Barrons* - Miriam Gottfried
- *Business Travel News* - Michael Baker
- *CNN/Cable News Network* - John Murphy
- *CNN/Cable News Network* - Stephanie Genkin
- *Condé Nast Traveler* - Monica Kim
- *Cooking Channel* - Roberto Ferdman
- *DailyBeast.com/Newsweek* - Jane Frye
- *Delish.com* - Elizabeth Shepard
- *Delish.com* - Jolene Bouchen
- *Diner's Journal (New York Times online food blog)* - Bao Ong
- *Departures, SPA* - Gary Walther
- *Eating in Translation blog* - Dave Cook
- *El Diario* - María González Picatoste
- *Epicurious.com* - Lynn Suhrie
- *Epicurious.com* - Sara Bonisteel
- *Eataku Blog* - C.B. Cebulski
- *Food & Wine* - Christina Grdovic
- *Food & Wine* - Dana Cowin
- *Food Network* - Kim Williamson
- *Food Network* - Lauran Wohl
- *Food Republic* - Jessica Kapadia
- *Foodspotting* - Amy Cao
- *Fox Business* - Christina Scotti
- *Fox Business* - David O'Brien
- *Fox Business* - Kathryn Glass
- *Frommer's* - Amy Chen
- *Gadling.com* - Jessica Marati
- *Gadling.com* - Jessica Festa
- *Gilt Taste* - Jennifer Pelka
- *The Huffington Post* - Rebecca Dolan
- *Jaunted* - Chanize Thorpe
- *Luxury Travel Advisor* - Meagan Drillinger
- *Martha Stewart Living, GQ* - Matthew Hranek
- *New York Times, Huffington Post & Financial Times* - Christine Negroni
- *The New York Times Magazine, The New York Times* - Monica Khemsurov
- *The New York Times, BBC Travel Online, & Condé Nast Traveler* - Sunshine Flint
- *O, The Oprah Magazine, INC. magazine blog* - Clarissa Cruz
- *Oyster.com* - Jennifer Garfinkel
- *Reuters* - Patricia Reaney
- *Serious Eats* - Kenji Lopez-Alt
- *Town and Country* - Stephanie Wu
- *Travel + Leisure* - Jennifer Flowers

- *Travel + Leisure* – Lisa Cheng
- *Travel + Leisure* – Nilou Motamed
- *Travel + Leisure, Condé Nast Traveler* – Colleen Clark
- *U.S. News & World Report* – Joel Fineman
- *USA Today* – Charisse Jones
- *World Hum, AFAR Magazine, Travel + Leisure* - David Farley

### **Cruise Shipping Miami 2012**

The Singapore Tourism Board hosted an exclusive press conference on the new cruise developments in Southeast Asia. The details of the new International Cruise Terminal Singapore were revealed as well.

- **Attendees for Cruise Shipping Miami 2012 Lunch, March 14<sup>th</sup>**
  - *Cruise Industry News* – Angela Reale Mathisen
  - *Goldring Travel/This is my Yacht Blog* – Eric Goldring
  - *Smart Traveler* – Kay Showker
  - *Prevue* – Monica Villar
  - *Seputar Indonesia* – Purwanto Wakil Pemimpin
  - *Freelancer* – Rosana Sandoval
  - *Travelingmamas.com* – Shannon Hurst Lane
  - *World of Cruising Magazine* – Somin Veness
  - *MommyMusings.com* – Stefanie Fauquet
  - *Passenger Ship Technology and Lloyd's List* – Susan Parker
  - *Veness Travel Media* – Susan Veness
  - *Cruise Business Review* – Teijo Niemela
  - *Condé Nast Traveler/Perrin Post* – Wendy Perrin
- **Media Appointments, March 13-14:**
  - *Cruise Critic* – Carolyn Spencer Brown
  - *Freelance* – Fran Golden
  - *Prevue Magazine* – Monica Villar
  - *Seatrade Magazine* – Mary Bond

### **Singapore Experience Awards 2012- Broadcast & Print**

- The Best Singapore Experience Story – Broadcast award recognizes original broadcast stories which focus primarily on Singapore, and showcase Singapore as a unique tourism destination delivering memorable visitor experiences.
- The Best Singapore Experience Story – Print award recognizes original print stories which focus primarily on Singapore, and showcase Singapore as a unique tourism destination delivering memorable visitor experiences.
- **Winner: Daven Wu** - The SE Awards team informed H&S that **High and Rising** was selected as a finalist for the **Best Singapore Experience Story- Print** under **Marketing and Media Category**.

**IMEX 2012**

During IMEX 2012, H&amp;S oversaw

- **Secured Media One on Ones:**

**2012 SECURED PR OPPORTUNITIES (MEDIA CONFERENCES/EXECUTIVE PRESS MEETINGS/MEDIA APPOINTMENTS/PITCH UPDATES AND MEDIA ACTIVITIES/OUTREACH)****JANUARY - MARCH**

| <b>Outlet/Journalist</b>                                 | <b>Topic</b>  |
|--|---|
| <i>Business Travel Executive Magazine</i> , Judy Ferring | Secured the interest of Judy Ferring to include the new Peranakan living experience at InterContinental Singapore in the <i>Redlines</i> column. H&S to follow up for coverage.   |
| <i>Fast Company</i> , Colleen Oakley                     | Secured interest in a story focused on the top ten convention cities in the world. Working with freelance writer to provide statistics and infographics pertaining to the BTMICE business in Singapore. H&S to follow up for coverage.                        |
| <i>Global Traveler</i> , Ruth Williams                   | Ruth will share information on the new rooms at the InterContinental Singapore in <i>eFlyer Asia</i> . H&S to follow up for coverage.   |
| <i>Hotel Boutique Design</i> , Matthew Hall              | Lai Chun Yuen will be included in the "Boutique Buzz" section of publication's March/April 2012 issue. H&S worked with Derek Poh to secure information.   |
| <i>Meetings Net</i> , Betsy Bair                         | Betsy conducted an interview at IMEX with Jeannie Lim. Betsy plans to include Singapore in a piece for <i>MeetingsNet Extra</i> , a Tuesday newsletter, which will run in late February/early March.  |
| <i>One+</i> , Jason Hensel and Kelvin King               | Provided images and further information on Singapore's Gardens by the Bay as a follow up to his conversation with Jeannie Lim at IMEX. Jason's Singapore destination story is set to run in the June 2012 issue. H&S to follow up closer to publication date. |
| <i>SingaporeHotels.net/TravelingMom.com</i> , Diana Rowe | Secured information from family-friendly hotels including the Fullerton Bay Hotel, Capella Singapore, Shangri-La's Rasa Sentosa Resort and Ritz-Carlton to be featured in Diane's coverage. H&S following up with writer.                                     |
| <i>Special Events Magazine</i> ,                         | Supplied The Pit Building's rental info kit to the editor of the  |

|  |   |
|--|---|
| Lisa Hurley                                  | magazine. Lisa is considering an announcement in an upcoming issue. Provided an update on ICT renovations.  |
| <i>Successful Meetings</i> ,<br>Andrea Doyle | H&S secured Andrea's interest in a story featuring Singapore as a BTMICE destination that offers cultural activities to attendees. H&S will follow up for coverage. |

| Outlet/Journalist   | Topic  |
|---|--|
| <i>Corporate &amp; Incentive Travel</i> ,<br>John Buchanan  | H&S supplied information for an upcoming feature about international meetings in Asia/Pacific. H&S to follow up for coverage.  |
| <i>Fast Company</i> ,<br>Colleen Oakley                     | Colleen will run a Singapore article based on statistics and infographics pertaining to BTMICE H&S provided. Article will run in May 2012 issue. Agency offered images and fact checking assistance to senior editor Neil Janowitz. H&S to follow up for coverage.             |
| <i>Hotel Boutique Design</i> ,<br>Matthew Hall              | Matthew planned to include Lai Chun Yuen in the "Boutique Buzz" section of publication's March/April 2012 issue, but did not end up using it. Matthew is looking to see if he can use the information in an upcoming edition. H&S worked with Derek Poh to secure information. |
| <i>Meetings &amp; Conventions</i> ,<br>Agatha Gilmore       | H&S sent Agatha updates on Singapore's casinos and hotels for an upcoming gaming update. H&S to follow up for coverage.  |
| <i>Meetings &amp; Conventions</i> ,<br>Michael Lowe         | H&S secured the interest of Michael Lowe to cover Singapore in a feature story for the March 2012 issue. H&S to follow up for coverage.  |
| <i>Meetings Net</i> ,<br>Betsy Bair                         | Betsy conducted an interview at IMEX with Jeannie Lim. Betsy plans to include Singapore in a piece for <i>MeetingsNet Extra</i> , a Tuesday newsletter, which will run in late February/early March. H&S will secure coverage  |
| <i>One+</i> ,<br>Jason Hensel and Kelvin King               | Provided images and further information on Singapore's Gardens by the Bay as a follow up to his conversation with Jeannie Lim at IMEX. Jason's Singapore destination story is set to run in the June 2012 issue. H&S to follow up closer to publication date.                  |
| <i>SingaporeHotels.net/TravelingMom.com</i> ,<br>Diana Rowe | Secured information from family-friendly hotels including the Fullerton Bay Hotel, Capella Singapore, Shangri-La's Rasa Sentosa Resort and Ritz-Carlton to be featured in Diane's coverage. H&S following up for pieces.   |
| <i>Successful Meetings</i> ,<br>Andrea Doyle                | H&S secured Andrea's interest in a story featuring Singapore as a BTMICE destination that offers cultural activities to attendees. H&S will follow up for coverage.  |
| <i>US News &amp; World Report</i> ,<br>Joel Fineman         | H&S provided images of Singapore attractions to travel editor for a Singapore supplement slated for March 2012.  |

| Outlet/Journalist | Topic |
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|-------------------|-------|

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| <i>TravelPulse.com</i> ,<br>Theresa Masek  | H&S pitched the Cruises Editor on Singapore's International Cruise Terminal. The coverage ran on March 13, 2012   |
| <i>AOL Travel</i> ,<br>Paul Brady  | H&S pitched the Associate Editor on Singapore's International Cruise Terminal and, per his request, supplied renderings.<br><br>The coverage ran on March 20, 2012. H&S continued to supply Paul with updates on Singapore as he builds a pitch to his editor to authorize a media trip to Singapore. |
| <i>The New York Times</i> ,<br>Monica Drake                                      | H&S pitched the Deputy Travel Editor on Singapore's International Cruise Terminal. The coverage ran on March 24, 2012   |
| <i>eTurbo News</i> ,<br>Lars Magnusson   | H&S pitched the Editor on Singapore's International Cruise Terminal. The coverage ran on March 27, 2012   |
| <i>Travel Agent</i> ,<br>Deanna Ting   | H&S pitched freelancer on Singapore's International Cruise Terminal and supplied images. The coverage ran in <i>Travel Agent</i> on April 9, 2012   |
| <i>Travel Agent Central</i> ,<br>Susan Young                                     | H&S pitched Senior Contributing Editor on Singapore's International Cruise Terminal. The coverage ran on April 9, 2012  |
| <i>Travel + Leisure</i> ,<br>Brooke Porter                                       | H&S sent information on Gardens by the Bay (images) and information on the opening of new hotels such as W Sentosa Cove and Parkroyal on Pickering. Agency to secure coverage once it appears   |
| <i>Lexus and Mariner Magazine</i> ,<br>Drew Limsky                               | H&S worked with journalist to coordinate his visit to Singapore. Agency to follow-up to secure coverage once it is published.   |
| <i>Freelancer</i> ,<br>Andrew Sessa  | H&S sent information on new restaurant designs to writer (e.g. Pollen). Agency working with writer to confirm interest in using information for his outlets which include Architectural Digest Magazine   |
| <i>Freelancer</i> ,<br>Carlos Melia,   | H&S connected writer with attractions and hotels in Singapore (e.g. Singapore Flyer, Food Trail etc.). Coverage secured for report.   |
| <i>Freelancer</i> ,<br>Alina Dizik,  | H&S liaising with writer on a potential visit. She contributes to The Wall Street Journal and Reuters.  |
| <i>SilverKris (in-flight magazine for Singapore Airlines)</i> ,<br>Andrew Bender | Writer was seeking more information on Tanjong Pagar. Agency sent information and will secure coverage when it appears  |
| <i>Destinations</i> ,<br>Dave Hoekstra   | H&S reached out to writer and sent information on Singapore. H&S will follow-up with and determine interest.  |

**APRIL - JUNE**

| Outlet/Journalist  | Topic  |
|--|--|
| <i>AFAR</i> ,<br>Jen Murphy                                | H&S sent writer information for Singapore's quirky road rules. H&S to follow-up to determine coverage  |
| <i>AOL Travel</i> ,<br>Paul Brady                          | H&S sent invitation for New Development FAM. Writer interested in featuring Singapore and is attempting to secure some assignments and will keep the agency apprised   |
| <i>Condé Nast Traveler</i> , John Newton                   | Reached out to editor to submit information on new hotels such as The W Sentosa Cove and PARKROYAL on Pickering for magazine's prestigious "Hot List" awards. Editor has received details and will include in their roster to review |
| <i>Freelancer</i> ,<br>Margie Goldsmith                    | H&S pitched writer on Singapore's TWG Tea based on a query received asking for information on bespoke tea houses from around the world.  |
| <i>Gadling.com</i> ,<br>Jessica Festa                      | H&S sent writer information on "cool and under the radar islands." H&S to follow-up to determine coverage  |
| <i>Globetrotter Girls</i> ,<br>Jessica Smith               | H&S connected blogger with The Sultan Hotel so that she could secure accommodations  |
| <i>Good Morning America (GMA)</i> ,<br>Darcy Bonfils       | H&S cultivating relationship with producer and pitched Singapore's new developments. H&S to continue conversations regarding Singapore and GMA   |
| <i>Luxury Travel Advisor</i> ,<br>Meagan Drillinger        | H&S sent Meagan information about "off the beaten path" attractions in Singapore, as well as provided images of the Fullerton Bay Hotel. Coverage ran on May 7, 2012.  |
| <i>Men's Journal</i> ,<br>Tyghe Trimble                    | H&S sent information on Singapore's biggest events including the Singapore Grand Prix, ArtStage, ZoukOut and more. H&S to follow-up and determine interest   |
| <i>Newsweek</i> ,<br>Sana Butler                           | Writer sought information on "blind masseuse treatments" for story. H&S linked writer with the St. Regis for possible inclusion  |
| <i>The Anderson Cooper Show</i> ,<br>Doug Bleier           | H&S pitched Producer on potential inclusion of Singapore in the Anderson Cooper Show. H&S continuing conversation to determine opportunities   |
| <i>The New York Times</i> ,<br>Kevin Knight (photographer) | H&S linked Kevin with Chef Justin Quek. Kevin is working on a pictorial on some of Singapore's top toques.   |
| <i>TravelPulse</i> ,<br>Kerry Medina                       | H&S pitched Kerry on the Pan Pacific Hotel renovations, the resulting coverage of which ran on April 12, 2012. H&S is continuing to work   |

|  |   |
|--|---|
|  | with the journalist on a possible future profile of Pan Pacific Hotels.   |
| <i>Smarter Traveler</i> ,<br>Jamie Moore | H&S sent writer information on "World's Tallest Attractions" and secured a small mention on The Singapore Flyer |

| Outlet/Journalist   | Topic  |
|---|--|
| <i>AAA Magazine</i> ,<br>Michelle Newman                  | Journalist visited Singapore in April and the agency is assisting with fact checking. Her trip was sponsored by Holland America Cruises and H&S provided recommendations and an itinerary for her to follow.   |
| <i>Freelance (Robb Report)</i> ,<br>Michael Kaplan        | Journalist is planning a visit to Singapore in July. The agency organized a conference call to brainstorm story ideas and followed-up by sending him additional pitches and press kit materials.<br><br>The agency will keep in touch with journalist and secure coverage once it is published.  |
| <i>Freelance (Yahoo Travel)</i> ,<br>Elissa Richard       | Secured inclusion of KU DE TA in story about best rooftop bars from around the world. The agency will include in the report.   |
| <i>Honolulu Star Advertiser</i> ,<br>Craig Gima           | Provided culinary and restaurant recommendations plus story ideas to writer who is visiting Singapore on his own.<br><br>E-introduced writer to chefs such as Willin Low and K.F. Seetoh as well so that he can meet with them to chat about the dining scene and the latest updates. Craig is meeting with Willin and Seetoh in early June and they will show him around and educate him on the dining scene and food culture |
| <i>Serious Eats</i> ,<br>Max Falkowitz                    | MSA pitched Max on Singapore's New Developments and Food Festival FAM trips, to which he expressed in attending. MSA is continuing to work with Max to coordinate logistics for his trip to Singapore.   |
| <i>TIME</i> ,<br>Bobby Ghosh                              | Follow-up with editor as he had visited Gardens by the Bay and did a half-day culinary tour of Yong Siak Street with an STB representative (arranged by H&S). Liaising with editor and TIME editorial staff on potential Gardens by the Bay article.   |
| <i>Washington Post</i> ,<br>Matt Miller (op-ed columnist) | Updating important influencer on Singapore news  |

| Outlet/Journalist | Topic |
|-------------------|-------|
|-------------------|-------|



|   |  |
|---|--|
| <i>Executive Travel,</i><br>Nancy Branka                | H&S sent Nancy news of Singapore's 2011 tourism success and hotel developments. Nancy plans to include the information in an upcoming Singapore feature slated for July/August. H&S to follow up for clip. |
| <i>Meetings Focus International,</i><br>Marlene Goldman | H&S worked with Sylvia Huang to provide appropriate information and images for Marlene's upcoming story. H&S to follow up for coverage.  |
| <i>Meetings Focus International.</i><br>Lori Tenny      | H&S supplied Singapore images for an upcoming international issue which focuses on arts and culture in various countries.  |
| <i>Successful Meetings,</i><br>Andrea Doyle             | H&S secured Andrea's interest in a story featuring Singapore as a BTMICE destination that offers cultural activities to attendees. H&S following up for coverage.  |

**JULY - SEPTEMBER**

| <b>Outlet/Journalist</b>                                | <b>Topic</b>  |
|---|---|
| <i>Meetings Focus International,</i><br>Marlene Goldman | H&S worked with Sylvia Huang to provide appropriate information and images for Marlene's upcoming story in the August issue. H&S to follow up for coverage.       |
| <i>Prevue,</i><br>Gary Singh                            | H&S provided information from W Hotel Singapore Sentosa Cove for Gary's story about sustainable destinations for corporate group travel.                          |
| <i>Successful Meetings,</i><br>Andrea Doyle             | H&S secured Andrea's interest in a story featuring Singapore as a BTMICE destination that offers cultural activities to attendees. H&S following up for coverage. |

| <b>Outlet/Journalist</b>                    | <b>Topic</b>  |
|---|---|
| <i>Prevue,</i><br>Gary Singh                | H&S provided information from W Hotel Singapore Sentosa Cove for Gary's story about sustainable destinations for corporate group travel.                          |
| <i>Successful Meetings,</i><br>Andrea Doyle | H&S secured Andrea's interest in a story featuring Singapore as a BTMICE destination that offers cultural activities to attendees. H&S following up for coverage. |
| <i>Prevue,</i><br>Greg Oates                | H&S worked with Chan Hse May and Priscilla Teo to supply Greg with images of PARKROYAL on Pickering for the September/October issue.                              |

| <b>Outlet/Journalist</b>         | <b>Topic</b>  |
|----------------------------------|---|
| Freelancer,<br>Evelyn Chen       | H&S sent Chen information on new developments in Singapore; H&S will continue to follow-up to determine interest                                |
| <i>Incentive,</i><br>Deanna Ting | Deanna plans to run a web and/or print feature as a result of meeting with Serene Tan and a follow up interview. H&S to follow up for coverage. |
| <i>Prevue,</i><br>Gary Singh     | H&S provided information from W Hotel Singapore Sentosa Cove for Gary's story about sustainable destinations for corporate group travel.        |
| <i>Prevue,</i><br>Greg Oates     | H&S worked with Chan Hse May and Priscilla Teo to supply Greg with images of PARKROYAL on Pickering for the October issue.                      |

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|---|---|
| <i>The New York Times</i> ,<br>Cheryl Tan | H&S worked with Tan for her two pieces; coverage secured  |
| <i>The New York Times</i> ,<br>Julie Weed | H&S worked with Weed to secure information on Fullerton Bay Hotel for article on hotel branded products |
| <i>TravelChannel.com</i> ,<br>Jimmy Im    | H&S worked with Im to secure images of the Royal Couple; coverage secured                               |

**OCTOBER - DECEMBER**

| <b>Outlet/Journalist</b>                                   | <b>Topic</b>   |
|--|--|
| <i>Incentive</i> ,<br>Deanna Ting                          | Deanna plans to run a web and/or print feature as a result of meeting with Serene Tan and a follow up interview. H&S to follow up for coverage.  |
| <i>Exhibit City News</i> ,<br>Michael Heuer                | Michael will include Singapore information from his interview at IMEX in a January Asia. H&S to follow up for coverage.  |
| <i>Travel Agent Magazine</i> ,<br>Susan Young              | Susan will cover the new Cruise Terminal after her interview on November 8 with Serene Tan.  |
| <i>Incentive and Successful Meetings</i> ,<br>Leo Jakobson | Leo will run a Singapore article based off of his interview with Serene Tan. Leo will also include the video interview with Serene Tan on the <i>Successful Meetings</i> website. H&S to follow up for coverage. |
| <i>National Geographic Traveler</i> ,<br>Meg Weaver        | Assisting editor to fact-check Singapore story; H&S to secure coverage once it becomes available   |
| <i>AFAR</i> ,<br>Chris Colin                               | Writer was already scheduled to visit Singapore on his own; MSA sent information and will assist with follow-up queries.   |

| <b>Outlet/Journalist</b>                      | <b>Leisure and Business</b>   |
|---|---|
| <i>Nomads</i> ,<br>Lauri Lyons                | Lauri plans to feature Immigrants GastroBar on Nomads Magazine website                              |
| <i>Travel + Leisure</i> ,<br>Christine Ajudua | Christine reached out for more press materials and images of PARKROYAL on Pickering                 |
| <i>Travel + Leisure</i> ,<br>Lisa Cheng       | Lisa requested images to feature PARKROYAL on Hot Deals newsletter and TravelandLeisure.com         |
| <i>Toronto Sun</i> ,<br>Diane Slawych         | H&S assisted with fact-checking article and sending images for usage; coverage appeared and secured |
| <i>Departures.com</i> ,<br>Chadner Navarro    | H&S sent information on Thanksgiving opportunities in Singapore; coverage appeared and secured      |

| <b>Outlet/Journalist</b>                    | <b>Topic</b>   |
|---|--|
| <i>Incentive</i> ,<br>Deanna Ting           | Deanna plans to run a web and/or print feature as a result of meeting with Serene Tan for lunch and conducting a follow-up interview. H&S to follow up for coverage. |
| <i>Exhibit City News</i> ,<br>Michael Heuer | Michael will include Singapore information from his interview at IMEX in a January Asia feature. H&S to follow up for coverage.                                      |
| <i>Travel Agent Magazine</i> ,              | Susan will cover the new Cruise Terminal after her interview on  |

|   |   |
|---|---|
| Susan Young   | November 8 with Serene Tan.   |
| <i>Incentive and Successful Meetings</i> magazines,<br>Leo Jakobson | Leo will run a Singapore article based off of his interview with Serene Tan. Leo will also include the video interview with Serene Tan on the <i>Successful Meetings</i> website. H&S to follow up for coverage.  |
| <i>Hotel News Now</i> ,<br>Patrick Mayock                           | Patrick will run an article on new hotels in Singapore, including Naumi Liora, Ocean Suites and East Village Hotel.   |
| <i>Global Traveler Magazine</i> ,<br>Tracey Cullen                  | H&S provided renderings of PARKROYAL on Pickering for a possible inclusion in the February issue.   |
| <i>Park World Magazine</i> ,<br>Owen Ralph                          | H&S received additional follow up questions that were confirmed by STB for Owen's upcoming article. Owen will publish coverage from IAAPA in the January issue and additional editorial copy over the next sixth months. H&S will follow up for coverage. |

## HIGHLIGHTS OF 2012 MEDIA COVERAGE

### WHAT THE MEDIA HAVE SAID...

#### The Boston Sunday Globe

"No matter where you travel, you will be whiling away time in terminals and on tarmacs. Dull, you say? Hear this: I've just flown in from Singapore's Changi Airport and, well... I want to go back." -*Boston Sunday Globe*, January 2012

#### THE WALL STREET JOURNAL.

"Singapore's gaming success, with its two licensed casinos at Marina Bay Sands and Resorts World Sentosa, has defied the expectations of many cynics and has helped fuel a resurgence in the island's tourism sector." -*The Wall Street Journal*, February 2012

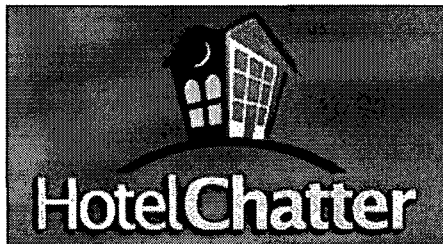


"We were at the Singapore Food Trail at the Singapore Flyer, a huge Ferris wheel that's a top tourist attraction. The Food Trail is a new spin on hawker centers, a Singaporean tradition in

which cooks sell their signature dishes to admiring customers for low prices..."Singaporean cuisine is hawker food. This is where we eat every day." – *Houston Chronicle*, February 2012



"Singapore is pristinely clean, incredibly efficient, ultimately business friendly and always forward thinking. Its reputation as one of the top citis in the world in which to business is legendary." – *Global Traveler*, March 2012



"To be completley honest, of all the hotels we've experienced in Singapore, the New Majectic is the first one we'd return to on our next trip. It is ideal for travelers who seek out unique spaces that reflect the spirit of the destination and for those who desire to be outside of the business district, in the heart of culture." – *Hotel Chatter*, March 2012

## TRAVEL+ LEISURE

"Stictly enforced regulations and centralized hawker areas make Singapore one of the safest places to eat in Asia." – *Travel + Leisure*, April 2012

## Wallpaper\*

"Creative people will go where creative people are. Singapore has that pioneering spirit" – *Wallpaper\** May 2012



"I think of Singapore as a country that offers all the options... You can do luxury-luxury, you can do affordable luxury or you can do affordable-affordable" – *Prevue Magazine*, June 2012



“The undisputed up-and-coming spot for street food in Southeast Asia is Singapore, though street food already has a long history in the city.” –**Metro New York**, July 2012

### **The New York Times**

“Of course, on a long-term basis, the two integrated resorts [Marina Sands and the Resorts World Sentosa] are playing a greater role, they are the two great cornerstones of the government’s aim to make Singapore more vibrant, but they needed a capstone to ignite it, and that was the F1.”  
The New York Times, September 2012

## **2012 MEDIA COVERAGE REPORT**

### **JANUARY 2012**

| Leisure Outlet               | Title  | Date   | Circ.   | Ad Value   |
|------------------------------|--|--------|---------|------------|
| <i>Agent@Home</i>            | Asia for Everyone; Singapore keeps adding rooms and reason to go | 1/1/12 | 18,239  | \$18,162   |
| <i>Agent@Home Online</i>     | Asia for Everyone; Singapore keeps adding rooms and reason to go | 1/1/12 | 5,923   | \$9,081.00 |
| <i>Design Issues</i>         | Metropolis: Venice/Atlas of a global situation                   | 1/1/12 | 1,155   | \$300.00   |
| <i>Private Clubs</i>         | Indulge.   | 1/1/12 | 191,794 | \$10,218   |
| <i>Luxury Travel Advisor</i> | InterContinental Singapore Goes Local                            | 1/5/12 | 3,644   | \$7,413.00 |
| <i>St. Augustine Record</i>  | Tropical wedding   | 1/5/12 |         | \$51.00    |
| <i>HOTELS</i>                | What’s Hot: Revamped guestrooms inspired by                      | 1/6/12 | 3,351   | \$25.00    |

|                                |   |         |            |            |
|--------------------------------|---|---------|------------|------------|
|                                | Peranakan heritage  |         |            |            |
| <i>Hotel Management</i>        | InterContinental Singapore's signature Peranakan living experience                            | 1/11/12 | 5,821      | \$55.00    |
| <i>Luxury Travel Magazine</i>  | InterContinental Singapore Unveils Signature Peranakan Living Experience                      | 1/11/12 | 9,993      | \$5,100.00 |
| <i>The Huffington Post</i>     | Singapore Airlines World Class Service  | 1/12/12 | 24,649,900 | \$7.75     |
| <i>CNN GO</i>                  | 52 Things to do in Singapore  | 1/12/12 | 27,671,700 | \$30.00    |
| <i>The Wall Street Journal</i> | At This Show, Collectors Rule   | 1/11/12 | 7,526,220  | \$3,100.00 |
| <i>Hotel Management</i>        | InterContinental Singapore's Signature Peranakan Living Experience                            | 1/11/12 | 344        | \$55.00    |
| <i>The Huffington Post</i>     | Art Stage Singapore 2012 Preview  | 1/12/12 | 24,649,900 | \$7.75     |
| <i>The Wall Street Journal</i> | A Designer Spin on Those Ubiquitous Red Packets   | 1/12/12 | 7,526,220  | \$3,100.00 |
| <i>Gadling</i>                 | Photo of the Day: Singapore's unusual theme park  | 1/13/12 | 916,407    | \$75.00    |
| <i>Art Info</i>                | Art Stage Singapore's Lorenzo Rudolf on What Westerners Don't Understand About Asian Art      | 1/13/12 | 98,361     | \$9,647    |
| <i>The Miami Herald</i>        | What's in the Cards for Tourism?  | 1/13/12 | 160,505    | \$1,132    |
| <i>Forbes</i>                  | Will a 30% Plunge in Singapore's Real Estate Market Attract American Immigrants               | 1/14/12 | 928,900    | \$136.00   |
| <i>The Saturday Star</i>       | 2012  | 1/14/12 | N/A        | \$13,633   |
| <i>The Washington Post</i>     | Qatar buys Raffles hotel in Singapore, Paris sister hotel; latest of many foreign investments | 1/14/12 | 507,465    |            |
| <i>Forbes</i>                  | Why You Should Invest   | 1/15/12 | 928,900    | \$136.00   |

|                                |   |         |            |              |
|--------------------------------|---|---------|------------|--------------|
|                                | in Vietnam  |         |            |              |
| <i>Inhabitat</i>               | Singapore's Supertree-Sprouting Gardens by the Bay Set to Officially Open This June | 1/16/12 | 279,586    | \$25.00      |
| <i>eTravel Blackboard</i>      | Feasting in Marina Bay Sands  | 1/16/12 | 4,722      | \$20.00      |
| <i>The Wall Street Journal</i> | Are Collectors More Important Than Museums? One Curator's Take                      | 1/16/12 | 7,526,220  | \$3,100.00   |
| <i>Yale Environment 360</i>    | Mandatory Roof Gardens Urged as Solution to Singapore Flooding                      | 1/16/12 | 16,345     | N/A          |
| <i>The Wall Street Journal</i> | Singapore, Meet Your Inner Child  | 1/16/12 | 7,526,220  | \$3,100.00   |
| <i>USA Today</i>               | Travel guide ranks best, worst airport terminals                                    | 1/17/12 | 254,000    | \$52.00      |
| <i>PBS.com</i>                 | Explore Singapore Street Food   | 1/17/12 | 2,344      | \$40.00      |
| <i>The Wall Street Journal</i> | The World's longest flight, in coach  | 1/18/12 | 7,526,220  | \$3,100.00   |
| <i>The Wall Street Journal</i> | Salaries cut, Singapore leaders are still well paid                                 | 1/18/12 | 7,526,220  | \$3,100.00   |
| <i>CBSNews.com</i>             | Anthony Bourdain criticizes Paula Deen (again) after diabetes announcement          | 1/18/12 | 6,687,890  | N/A          |
| <i>eTurbo News</i>             | World's top 100 most valuable luxury brands named                                   | 1/19/12 | 18,969     | \$25.00      |
| <i>MarketWatch</i>             | Boeing 787 Dreamliner coming to Bangkok, Singapore for third segment of dream tour  | 1/19/12 | 3,099,777  | \$100.00     |
| <i>TIME</i>                    | Travel like the 1%: Top 10 expensive travel destinations                            | 1/19/12 | 3,376,226  | \$220,500.00 |
| <i>Reuters</i>                 | Singapore airport traffic hits record, fuelled by casinos                           | 1/20/12 | 4,617,104  | \$72.82      |
| <i>USA Today</i>               | Singapore offers 'private jet' connections to A380                                  | 1/20/12 | 21,465,495 | \$52.00      |

|                            |   |         |            |          |
|----------------------------|---|---------|------------|----------|
|                            | flights   |         |            |          |
| <i>The New York Times</i>  | Singapore Hawker Stalls Move Indoors                                | 1/20/12 | 1,150,589  | \$76,242 |
| <i>Channel News Asia</i>   | Economy likely to slow down in 2011: PM Lee                         | 1/20/12 | 35,892     | N/A      |
| <i>Reuters</i>             | Travel Picks: Top ten rooftop pools                                 | 1/20/12 | 4,617,104  | \$72.82  |
| <i>Yahoo News</i>          | Flash floods hit several parts of Singapore                         | 1/21/12 | 54,807,875 | \$4.15   |
| <i>Yahoo News</i>          | Singapore Airlines make Airbus checks for cracks                    | 1/21/12 | 54,807,875 | \$4.15   |
| <i>Travel Daily News</i>   | Another record breaking year for Changi Airport                     | 1/23/12 | 73,061     | N/A      |
| <i>NYC Aviation</i>        | Boeing 787 Dream Tour flies on to Bangkok and Singapore in February | 1/23/12 | 18,807     | N/A      |
| <i>Jaunted</i>             | Onboard the Singapore Airlines A380: In-flight dining and drinking  | 1/23/12 | 61,733     | N/A      |
| <i>The New York Times</i>  | Singapore slashes official's salaries                               | 1/23/12 | 1,150,589  | \$70.00  |
| <i>USA TODAY</i>           | At Singapore Airport, iPad-toting team eases fliers' frustration    | 1/24/12 | 21,465,495 | \$52.00  |
| <i>Bloomberg</i>           | Singapore's civil defense, narcotics heads under probe              | 1/25/12 | 3,737,050  | \$25.00  |
| <i>Bloomberg</i>           | Airbus works with airlines on A380 wing cracks                      | 1/25/12 | 3,737,050  | \$25.00  |
| <i>Jaunted</i>             | Onboard the Singapore Airlines A380: All about business class       | 1/25/12 | 61,733     | N/A      |
| <i>Yahoo News</i>          | Great destinations after dark                                       | 1/25/12 | 54,807,875 | \$4.15   |
| <i>BYM News</i>            | Straits Regatta returns to Singapore                                | 1/26/12 | 17,000     | N/A      |
| <i>The Huffington Post</i> | Singapore Art Museum spotlights local artists and global collectors | 1/26/12 | 24,649,900 | \$7.75   |



|                               |  |         |           |            |
|-------------------------------|--|---------|-----------|------------|
| <i>Reuters</i>                | Factory, design flaws caused A380 cracks                       | 1/26/12 | 4,617,104 | \$72.82    |
| <i>Johnny Jet</i>             | Tokyo to Los Angeles   | 1/25/12 | 12,542    | N/A        |
| <i>Channel News Asia</i>      | NHB to organize exhibitions, guided tour of air raid shelter   | 1/26/12 | 35,892    | N/A        |
| <i>Jaunted</i>                | Onboard the Singapore Airlines A380: The little things         | 1/26/12 | 61,733    | N/A        |
| <i>MSNBC.com</i>              | Singapore casinos give Vegas a run for the money               | 1/26/12 | 1,794,613 | \$5,000.00 |
| <i>Reuters</i>                | Singapore raises sea defences against tide of climate change   | 1/27/12 | 4,617,104 | \$72.82    |
| <i>eTurbo News</i>            | PATA reports on tourism, market trends and insights            | 1/27/12 | 18,969    | \$25.00    |
| <i>The Oakland Tribune</i>    | Corporate look may save Singapore street food tradition        | 1/29/12 | 94,120    | \$16,649   |
| <i>The Hollywood Reporter</i> | Malaysia, Singapore ramp up global media development ambitions | 1/30/12 | 12,510    | N/A        |
| <i>David Landsel</i>          | Go Green   | 1/21/12 | N/A       | N/A        |
| <i>Calgary Herald</i>         | Height of decadence: Best rooftop pools                        | 1/28/12 | 186,502   | \$1,913    |
| <i>San Jose Mercury</i>       | Corporate look may save Singapore street food tradition        | 1/29/12 | 527,568   | \$5,781    |
| <i>The Sun</i>                | Some lodging offers you'll love                                | 1/29/12 | 170,510   | \$4,189    |
| <i>Sunday Times</i>           | Corporate look may save Singapore street food tradition        | 1/29/12 | N/A       | \$25,945   |

|                                |  |         |             |            |
|--------------------------------|--|---------|-------------|------------|
| <i>eTurbo News</i>             | New survey names best global landmarks   | 1/30/12 | 18,969      | \$25.00    |
| <i>The Wall Street Journal</i> | Whose veggies are they anyway?   | 1/31/12 | 7,526,220   | \$3,100.00 |
| <i>MarketWatch</i>             | Singapore Police Department Awards Contract for Twelve T3 Motion Electric Vehicles | 1/31/12 | 3,099,777   | \$100.00   |
| <i>eTurbo News</i>             | Meritus Hotels and Resorts adds to its industry accolades                          | 1/31/12 | 18,969      | \$25.00    |
| <i>PR Web</i>                  | DiSTI to display innovative technologies at the Singapore Airshow                  | 1/31/12 | 908,589     | N/A        |
| <i>Bing</i>                    | Clever 'Do Not Disturb Signs': Santa Grand Hotel East Coast, Singapore             | 1/31/12 | 105,695,143 | N/A        |
| <i>Reuters</i>                 | More examples of A380 cracks, repairs under way                                    | 1/31/12 | 4,617,104   | \$72.82    |

Total Clips: 74

Total Circulation: 524,868,563

Total Ad Value: \$454,229

**BT MICE****FEBRUARY 2012**

| <b>Leisure</b>   |   |             |              |                 |
|--|---|-------------|--------------|-----------------|
| <b>Outlet</b>  | <b>Title</b>                                  | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>The Vancouver Sun</i>                               | 10 best hotel rooftop pools                   | 1/ - /12    | 156,158      | \$75.00         |
| <i>Happi household &amp; personal products history</i> | Be seen in Singapore! AOCS Conference in Asia | 1/1/12      | 16,448       | \$1,428         |
| <i>Lodging Hospitality</i>                             | Capella Hotel Group gets aggressive           | 1/1/12      | 52,154       | \$618           |

|  |  |          |            |             |
|--|--|----------|------------|-------------|
| <i>Agent@Home Magazine</i>                             | Asia for everyone  | 1/1/12   | 18,239     | \$19,501    |
| <i>Hotels</i>  | Whats Hot: Revamped guestrooms inspired by Peranakan heritage  | 1/6/2012 | 60,001     | \$25.00     |
| <i>La Presse</i>                                       | Un zoo la nuit, dans la jungle   | 1/14/12  | 204,948    | \$139.47    |
| <i>Loudonville Spotlight</i>                           | A voyage to remember   | 1/18/12  | 5,500      | \$24        |
| <i>The Wall Street Journal Asia</i>                    | Potatoes' Sweet Side Revealed  | 1/20/12  | 82,186     | \$25,391    |
| <i>Southeast Asia Realtime</i>                         | Singapore: The World's "Unhealthiest" Country?   | 1/22/12  | 1,705,461  | N/A         |
| <i>The New York Times International Herald Tribune</i> | Searching for the World's Best Indian Food (Outside India)   | 1/22/12  | 96,665     | N/A         |
| <i>CNN GO</i>  | Why hailing a Singapore taxi is about to get easier  | 1/23/12  | 171,754    | \$30.00     |
| <i>La Presse</i>                                       | – Les airs de grandeur de Singapore  | 1/28/12  | 204,948    | \$139.47    |
| <i>The Villages Daily Sun</i>                          | Couple has traveled to more than 30 countries since retiring in The Villages                             | 1/29/12  | 42,608     | \$288       |
| <i>Jaunted</i>   | Hanging out at Singapore's Changi Airport: Riding the 4-story slide                                      | 1/31/12  | 83,662     | \$25.00     |
| <i>Hotel Chatter</i>                                   | At the Raffles Singapore Hotel: Getting bearings   | 1/30/12  | 122,515    | \$25.00     |
| <i>The New York Times</i>                              | Singapore, point of departure  | 1/31/12  | 1,150,589  | \$1,541     |
| <i>Bloomberg Businessweek</i>                          | Myanmar taps Singapore for training on economic, monetary policy   | 1/31/12  | 921,839    | \$50,100.00 |
| <i>CNN</i>   | What are the world's top new landmarks?  | 1/31/12  | 22,819,933 | \$30.00     |
| <i>The Washington Times</i>                            | Warhol exhibit to tour 5 Asian cities over 3 years   | 1/31/12  | 31,838     | \$130.00    |
| <i>Just for Canadian Dentists Magazine</i>             | Singapore swing: A cacophony of great food and sights, this city-state is all about indulging the senses | 2/-/12   | N/A        | N/A         |
| <i>Aviation International News</i>                     | Singapore Airshow preview: Event should reveal Asia's aerospace fate                                     | 2/1/12   | 37,254     | \$16,910    |
| <i>Funworld</i>  | Singapore Wildlife Preserves: Growing Green  | 2/1/12   | 9,953      | \$5,806     |

|                                    |   |        |             |          |
|------------------------------------|---|--------|-------------|----------|
| <i>Hotel Chatter</i>               | At the Raffles Singapore Hotel:<br>Inside a grand hotel suite                               | 2/1/12 | 122,515     | \$25.00  |
| <i>Yahoo</i>                       | S'pore to host Transformers<br>convention in March  | 2/1/12 | 154,160,992 | \$4.15   |
| <i>Art in America</i>              | An arrow in the heart of Beijing  | 2/1/12 | 75,670      | \$307    |
| <i>Incentive</i>                   | NYC, Miami flirt with gaming  | 2/1/12 | 43,051      | \$447    |
| <i>CNBC</i>                        | Hong Kong can learn from<br>Singapore how to be more<br>'livable'                           | 2/1/12 | 3,743,400   | \$25.00  |
| <i>Gourmet News</i>                | Dean and Deluca to open in<br>Singapore   | 2/1/12 | 25,100      | \$448    |
| <i>Casino Journal</i>              | Singapore air traffic hits record<br>on economic, casino strength                           | 2/1/12 | 9,000       | \$3,763  |
| <i>Casino Journal</i>              | Run to the jungle   | 2/1/12 | 9,000       | \$2,258  |
| <i>Casino Journal</i>              | Putting Asia first  | 2/1/12 | 9,000       | \$753    |
| <i>Hotel Chatter</i>               | At the Raffles Singapore Hotel:<br>Fois gras and long bar slings                            | 2/2/12 | 122,515     | \$25.00  |
| <i>DFNI Online</i>                 | Changi debut for Taylor Swift<br>fragrance  | 2/2/12 | 1,807       | N/A      |
| <i>EzineMark</i>                   | The paradise of Singapore is a<br>man made wonder   | 2/2/12 | 535,704     | N/A      |
| <i>Jaunted</i>                     | Hanging out at Singapore's<br>Changi Airport: The outdoor<br>pool. Yes, a pool.             | 2/2/12 | 83,662      | \$25.00  |
| <i>The Wall Street<br/>Journal</i> | Singapore's Marina Bay sands<br>sees more foreign gamblers                                  | 2/3/12 | 2,096,169   | \$2,099  |
| <i>Hotel Chatter</i>               | At the Raffles Singapore Hotel:<br>Inside the lobby and a courtyard<br>suite                | 2/3/12 | 122,515     | \$25.00  |
| <i>Chicago Tribune</i>             | Analysis: Singapore faces<br>growing pains as setbacks pile up                              | 2/4/12 | 425,370     | \$667.00 |
| <i>USA TODAY</i>                   | View from the wing - Singapore<br>Airlines premium cabin awards<br>may get easier to obtain | 2/4/12 | 1,784,242   | \$996.82 |
| <i>Maine Sunday<br/>Telegram</i>   | Following the super PAC<br>company  | 2/5/12 | 250,776     | \$1,569  |
| <i>Channel News Asia</i>           | Keeping Singapore's traditional<br>arts alive   | 2/5/12 | 35,892      | N/A      |
| <i>Defense News</i>                | Singapore Airshow raises fighter<br>industry stakes in Asia                                 | 2/6/12 | 36,884      | \$6,068  |
| <i>Smarter Travel</i>              | Daily Daydream: Marina Bay  | 2/6/12 | 672,368     | \$15.00  |

|                                      |   |         |             |            |
|--------------------------------------|---|---------|-------------|------------|
|                                      | Sands, Singapore  |         |             |            |
| <i>The Wall Street Journal</i>       | Singapore considers "No-Censorship zones"   | 2/7/12  | 2,096,169   | \$2,200.00 |
| <i>The Wall Street Journal</i>       | Migrant worker sit-in makes waves in Singapore  | 2/7/12  | 2,096,169   | \$1,700.00 |
| <i>The Wall Street Journal</i>       | Singapore fines casinos for admission breaches  | 2/7/12  | 2,096,169   | \$3,100.00 |
| <i>The Washington Post</i>           | Singapore tourism visitors jump to record 13 million in 2011 as casinos lure gamblers | 2/7/12  | 507,465     | \$882.00   |
| <i>Channel News Asia</i>             | S'pore expects slower visitor growth in 2012  | 2/7/12  | 35,892      | N/A        |
| <i>The Wall Street Journal</i>       | Singapore fines casinos for admission breaches  | 2/7/12  | 2,096,169   | \$2,099.00 |
| <i>Jaunted</i>                       | Hanging out at Singapore's Changi Airport: So many gardens                            | 2/7/12  | 83,662      | \$25.00    |
| <i>Channel News Asia</i>             | Singapore, US reaffirm long-standing ties   | 2/7/12  | 35,892      | N/A        |
| <i>The Washington Post</i>           | Singapore tourism visitors jump to record 13 million in 2011 as casinos lure gamblers | 2/7/12  | 507,465     | \$882.00   |
| <i>CNN</i>                           | Fly in the world's largest wind tunnel, then get tipsy                                | 2/7/12  | 22,819,933  | \$30.00    |
| <i>Bloomberg</i>                     | Quantas A380 jet grounded after cracks found in wing parts                            | 2/8/12  | 921,839     | \$210.00   |
| <i>Jamestown Sun</i>                 | Singapore visitors rise to record 13 million  | 2/8/12  | 6,234       | \$86       |
| <i>Fox Business</i>                  | EASA extends Airbus A380 wing checks to whole fleet                                   | 2/8/12  | 1,524,980   | \$16.00    |
| <i>Casino.com</i>                    | Singapore strip outstrips the Las Vegas strip   | 2/8/12  | 68,903      | N/A        |
| <i>Aviation International Online</i> | Hawker Pacific opens new facility in Singapore at Seltar Airport                      | 2/10/12 | 19,309      | N/A        |
| <i>Yahoo</i>                         | Maroon 5 to headline Singapore Grand Prix concert                                     | 2/10/12 | 154,160,992 | \$4.15     |
| <i>La Presse</i>                     | Les délices de Singapore  | 2/11/12 | 204,948     | \$139.47   |
| <i>The Daily Reflector</i>           | Singapore sees 13 million visitors  | 2/12/12 | 21,682      | \$116      |
| <i>Papermag</i>                      | 10 reasons to visit Singapore   | 2/13/12 | 30,212      | N/A        |
| <i>Food Republic</i>                 | Bourdain wants Hawker centres in NYC  | 2/13/12 | 52,632      | N/A        |
| <i>The Food Channel</i>              | Anthony Bourdain shares his Singapore experience                                      | 2/14/12 | 128,002     | N/A        |
| <i>The Wall Street Journal</i>       | Singapore among world's most expensive cities   | 2/14/12 | 2,096,169   | \$3,100.00 |

|   |   |         |            |             |
|---|---|---------|------------|-------------|
| <i>Serious Eats</i>                     | How to find the best food in Singapore  | 2/14/12 | 644,527    | \$20.00     |
| <i>DishBlogger</i>                      | How to find the best food in Singapore  | 2/14/12 | N/A        | N/A         |
| <i>Journal Inquirer</i>                 | Pratt receives trio of air show engine orders worth about \$1 billion                         | 2/15/12 | 22,932     | \$486       |
| <i>Gadling</i>                          | Travel like a Boss: Onboard Singapore Airline's new A380 out of JFK                           | 2/15/12 | 800,570    | \$25.00     |
| <i>Eataku</i>                           | Singapore Tourism Board 2012 Press Luncheon   | 2/15/12 | N/A        | N/A         |
| <i>The Huffington Post</i>              | Singapore, I love you. Here's why.  | 2/15/12 | 26,622,200 | \$10.00     |
| <i>The Foodielicious World</i>          | Singapore Tourism Board Heralds the Year of the Dragon with Anthony Bourdain in New York City | 2/16/12 | N/A        | N/A         |
| <i>Lifehacker</i>                       | Find the best food in a new city before you visit by stirring up the locals                   | 2/16/12 | 881,659    | \$10.00     |
| <i>CNN</i>                              | World's best airports announced - Asia dominates  | 2/16/12 | 171,754    | \$30.00     |
| <i>Gadling</i>                          | Exploring the street food in Singapore  | 2/16/12 | 800,570    | \$25.00     |
| <i>The Blemish</i>                      | Anthony Bourdain incites nerd rage to find good food  | 2/16/12 | 158,319    | N/A         |
|   |   |         |            |             |
| <i>Vacation Trends</i>                  | Exploring the street food in Singapore  | 2/16/12 | N/A        | N/A         |
| <i>The Wall Street Journal</i>          | Malaysian Aces storm Singapore skies at airshow   | 2/17/12 | 2,096,169  | \$3,100.00  |
| <i>Gadling</i>                          | Why you should visit Singapore in 2012  | 2/18/12 | 800,570    | \$25.00     |
| <i>Houston Chronicle</i>                | Food court lets tourist taste street dishes   | 2/19/12 | 369,710    | \$41,906    |
|   |   |         |            |             |
| <i>Gadling</i>                          | New dark tourism sites open all over the world  | 2/20/12 | 800,570    | \$25.00     |
| <i>India Tribune (New York Edition)</i> | Indian tourists top spenders in Singapore   | 2/20/12 | 2,730      | \$214       |
| <i>AFP</i>                              | Famed late chef's Singapore restaurant to close   | 2/21/12 | 27,566     | N/A         |
| <i>Bloomberg Businessweek</i>           | Singapore air budget arm scoot to serve five cities in 2012                                   | 2/21/12 | 921,839    | \$50,400.00 |
| <i>Channel News Asia</i>                | More budget air travel ahead  | 2/21/12 | 35,892     | N/A         |

|                                      |  |         |            |            |
|--------------------------------------|--|---------|------------|------------|
|                                      | from Singapore   |         |            |            |
| <i>The Wall Street Journal</i>       | Happening this week  | 2/21/12 | 2,096,169  | \$3,100.00 |
| <i>Forbes</i>                        | Comeback Billionaire: How Adelson dominates Chinese gambling and U.S. politics | 2/22/12 | 928,900    | \$47,080   |
| <i>Reuters</i>                       | Genting Singapore swings to profit, eyes investment                            | 2/22/12 | 4,862,750  | \$70.18    |
| <i>Gadling</i>                       | Museums that will make you feel like a kid again                               | 2/22/12 | 800,570    | \$25.00    |
| <i>National Geographic</i>           | World Ocean Summit in Singapore kicks off today                                | 2/22/12 | 4,946,252  | \$35,000   |
| <i>Johnny Jet.com</i>                | Where's Jonny Jet?   | 2/23/12 | 12,542     | N/A        |
| <i>The Wall Street Journal</i>       | Cocotte lures diners to earthier side of Singapore                             | 2/24/12 | 2,096,169  | \$3,100.00 |
| <i>Bangstyle</i>                     | Singapore's ArtScience Musuem  | 2/27/12 | 129,216    | N/A        |
| <i>CNN</i>                           | Spectacular hotel rooftop pools  | 2/27/12 | 22,819,933 | \$35.00    |
| <i>Straits Times</i>                 | Panel presents initial ideas for new hawker centres in Singapore               | 2/27/12 | 352,100    | N/A        |
| <i>The Wall Street Journal</i>       | In Asia, budget flights multiply   | 2/27/12 | 2,096,169  | \$3,100.00 |
| <i>Forbes</i>                        | The World's richest countries  | 2/28/12 | 928,900    | \$49,200   |
| <i>FTNNews.com</i>                   | IHG launched wellness hotel brand  | 2/28/12 | 3,357      | N/A        |
|                                      |  |         |            |            |
| <i>The Wall Street Journal</i>       | Japan is pressured to legalize gambling  | 2/28/12 | 2,096,169  | \$3,100.00 |
| <i>TODAY online</i>                  | S'pore's rail network to extend by 51km  | 2/28/12 | 46,103     | N/A        |
| <i>eTravel Blackboard</i>            | Switzerland Tourism opens in Singapore   | 2/28/12 | 676        | \$25.00    |
| <i>JohnnyJet.com</i>                 | Raffles Hotel Singapore  | 2/28/12 | 12,542     | \$100.00   |
| <i>JohnnyJet.com</i>                 | Singapore's Hawker Centers   | 2/28/12 | 12,542     | N/A        |
| <i>JohnnyJet.com</i>                 | Lo Hei or Yu Sheng   | 2/28/12 | 12,542     | \$100.00   |
| <i>JohnnyJet.com</i>                 | Singapore's Candlenut Kitchen  | 2/28/12 | 12,542     | \$100.00   |
| <i>JohnnyJet.com</i>                 | Gardens by the   | 2/28/12 | 12,542     | \$100.00   |
| <i>JohnnyJet.com</i>                 | Shangri-La Singapore   | 2/28/12 | 12,542     | \$100.00   |
| <i>JohnnyJet.com</i>                 | Singapore's Changi Airport   | 2/28/12 | 12,542     | \$100.00   |
|                                      |  |         |            |            |
| <i>ITN International Travel News</i> | Singapore app  | 3/1/12  | 41,780     | \$164      |
| <i>Passport Magazine</i>             | Singapore  | 3/1/12  | 7,214      | \$447      |

|               |                        |         |         |   |
|---------------|------------------------|---------|---------|---|
| <i>Forbes</i> | The billion dollar bet | 3/12/12 | 928,900 | \$48,780  |
|               |                        |         |         | <i>Total Clips: 112</i><br><i>Total Circulation: 465,555,880</i><br><i>Total Ad Value: \$446,437.71</i> |

| <b>BTMICE</b>   |   |           |        |  |
|---|---|-----------|--------|--|
| Outlet  | Title   | Date      | Circ.  | Ad Value   |
| <i>Global Traveller's Weekly eNewsletter: eFlyer Asia</i> | Singapore Heritage Experience                                 | 1/12/2012 | 10,000 | N/A  |
| <i>Travel Weekly</i>                                      | New Asia resort, office part of Island Destinations' strategy | February  | 37,733 | \$22,890   |
| <i>eTurbo News</i>  | Global hotel rates on the rise                                | 2/6/12    | 18,969 | \$3,750.00   |
| <i>eTurbo News</i>  | Singapore's Marina Bay Sands welcomes back ITB Asia this year | 2/6/12    | 18,969 | \$2,750  |
| <i>eTurbo News</i>  | Business travel faring well amid downturn in global trade     | 2/13/12   | 18,969 | \$1,000  |
| <i>Travel Agent Central</i>                               | The Singapore Tourism Board hosts media and Anthony Bourdain  | 2/16/12   | 51,355 | \$2,000  |
| <i>Travel Weekly Online</i>                               | New Asia resort, office part of Island Destinations' strategy | 2/22/12   | 56,476 | \$1,295  |
| <i>eTurbo News</i>  | Most magnificent hotel rooftop pools on earth                 | 2/28/12   | 18,969 | \$2,000  |
| <i>eTurbo News</i>  | Most magnificent hotel rooftop pools on earth                 | 2/28/12   | 18,969 | \$1,100  |
|   |   |           |        | <i>Total Clips: 9</i><br><i>Total Circulation: 250,409</i><br><i>Total Ad Value: \$1,213,744</i> |

**MARCH 2012**

|                |
|----------------|
| <b>Leisure</b> |
|----------------|



| Outlet                      | Title   | Date   | Circ.     | Ad Value    |
|-----------------------------|---|--------|-----------|-------------|
| JAX FAX                     | \$2,505 Orient  | 2/1/12 | 21,656    | \$443       |
| Hotel's Magazine            | The Gostelow Report resourceful   | 3/-/12 | 60,001    | \$25.00     |
| National Geographic         | Photo Gallery: Happiness Hot Spots  | 3/-/1  | 5,358,356 | \$75,620.00 |
| Travel + Leisure            | Singapore: Introductory rates at the Sultan Hotel                                     | 3/-/12 | 970,733   | \$20.00     |
| The Washington Post         | Singapore Changi airport to close budget terminal in September, build new one by 2017 | 3/1/12 | 507,465   | \$51,200.00 |
| TODAY Online                | Canada top place for UK expats; Singapore 10 <sup>th</sup>                            | 3/1/12 | 46,103    | N/A         |
| The Wall Street Journal     | Five Films to watch at the Southeast Asia Film Festival                               | 3/1/12 | 2,096,169 | \$3,100.00  |
| Eat Your Heart Out          | Hotel Review: Hilton Singapore, Orchard Road  | 3/1/12 | N/A       | N/A         |
| Sky                         | Singapore Fling   | 3/1/12 | 601,346   | \$304,048   |
| Meetings and Conventions    | International Focus: Singapore  | 3/1/12 | 60,023    | N/A         |
| 002 Houston Magazine        | Singapore   | 3/1/12 | 71,734    | N/A         |
| Developments                | Asia Pacific Aspirations  | 3/1/12 | 4,030     | \$436       |
| Global Traveler             | All that glitters   | 3/1/12 | 105,274   | \$161,577   |
| Southern Seasons            | The Hotelier: Twice in a lifetime   | 3/1/12 | 100,000   | \$10,923    |
| Four Seasons Magazine       | Shopping in Singapore   | 3/1/12 | 91,000    | \$99,979    |
| Art + Auction               | Building new bridges  | 3/1/12 | 24,000    | \$2,226     |
| Smart Meetings              | Q & A with the Singapore Tourist Board  | 3/1/12 | 32,800    | \$5,556     |
| Meetings and Conventions    | Singapore Success Story   | 3/1/12 | 60,023    | \$27,343    |
| Doctor's Review             | Asian odysseys  | 3/1/12 | 39,870    | \$1,320     |
| Aviation International News | Business aviation taps Asia's bounty  | 3/1/12 | 37,254    | \$1,577     |
| CNBC                        | Travel Postcard: 48 hours in Singapore  | 3/2/12 | 3,356,844 | N/A         |
| Reuters                     | 48 hours in Singapore   | 3/2/12 | 4,862,750 | \$25.00     |
| Chicago Tribune             | Travel Postcard: 48 hours in Singapore  | 3/2/12 | 425,370   | N/A         |
| TimesUnion.com              | Enjoy Great Value Stays with  | 3/2/12 | 638,699   | N/A         |

|                                |  |         |           |            |
|--------------------------------|--|---------|-----------|------------|
|                                | Grand Mercure Roxy Singapore's Holiday Saver and Weekend Escape Special Packages |         |           |            |
| <i>Oyster</i>                  | Destination we can't wait to show off: Singapore                                 | 3/2/12  | 77,504    | N/A        |
| <i>New York Daily News</i>     | Savoring the culinary magic of Singapore   | 3/4/12  | 605,677   | 61,890     |
| <i>Independent Online</i>      | 48 hours in Singapore  | 3/5/12  | 121,591   | N/A        |
| <i>Airline Reporter:</i>       | Behind the scenes: How Singapore Airlines prepares its meal                      | 3/5/12  | 25,001    | N/A        |
| <i>HIGHNOBIETY</i>             | Melting Superman sculpture at Singapore Art Museum [photo]                       | 3/5/12  | 136,902   | N/A        |
| <i>LA Weekly</i>               | Anthony Bourdain: Now portable via Travel Channel's new Layover app              | 3/7/12  | 473,652   | N/A        |
| <i>Gadling</i>                 | Travel like Bourdain: the 'No Reservations' host gets his own travel app         | 3/7/12  | 800,570   | \$25.00    |
| <i>Georgetownner</i>           | Sisters' Sojourn, Halfway 'Round the World: Singapore, Maldives and Thailand     | 3/7/12  | 40,000    | \$340      |
| <i>Eater</i>                   | The Layover app lets you follow in Bourdain's footsteps                          | 3/7/12  | 239,434   | N/A        |
| <i>Multichannel News</i>       | Travel Channel 'Layover' app soars on iTunes                                     | 3/7/12  | 17,089    | N/A        |
| <i>The Wall Street Journal</i> | Down by the boardwalk in Singapore   | 3/9/12  | 2,096,169 | \$3,100.00 |
| <i>The Wall Street Journal</i> | For inspiration, choose a window seat  | 3/8/12  | 2,096,169 | \$3,100.00 |
| <i>StarTribune</i>             | Small country girl flying over the top of the world                              | 3/8/12  | 1,276,638 | N/A        |
| <i>Ledger-Sentinel</i>         | Oswego resident heading to Singapore to conduct choral clinic                    | 3/8/12  | 8,356     | \$119      |
| <i>The Wall Street Journal</i> | State of the art gardening, Singapore style                                      | 3/10/12 | 2,096,169 | \$3,100.00 |
| <i>Travel Biz Monitor</i>      | Marina Bay Sands, launches new check-in service for guests                       | 3/11/12 | 7,800     | N/A        |
| <i>Arizona Republic</i>        | Free for the flying: Airport giveaways   | 3/11/12 | 292,838   | \$1,336    |
| <i>Tourism-Review</i>          | Singapore to pour more cash into its tourism industry                            | 3/12/12 | 6,973     | N/A        |
| <i>CNN Go</i>                  | How Singapore became Asia's culinary capital                                     | 3/12/12 | 160,331   | \$30.00    |
| <i>TODAY Online</i>            | Hotel rooms in Singapore the   | 3/13/12 | 33,309    | N/A        |

|                                     |   |         |            |            |
|-------------------------------------|---|---------|------------|------------|
|                                     | most expensive in Asia                                    |         |            |            |
| <i>The Wall Street Journal</i>      | Singapore responds to "unhealthiest" country tag          | 3/13/12 | 2,096,169  | \$3,100.00 |
| <i>U.S. News &amp; World Report</i> | 10 best cities for foodies                                | 3/14/12 | 2,130,490  | N/A        |
| <i>CNN</i>                          | 11 new hotel wonders                                      | 3/14/12 | 23,050,827 | \$2,890.00 |
| <i>Carlos Melia Youtube Channel</i> | Singapore Flyer Champagne capsule by Moet and Chandon     | 3/14/12 | N/A        | N/A        |
| <i>The Wall Street Journal</i>      | Singapore Beats Hong Kong in Competitive Cities Ranking   | 3/14/12 | 2,096,169  | \$3,100.00 |
| <i>Carlos Melia Blog</i>            | Singapore Flyer World's Largest Giant Observatory Wheel   | 3/15/12 | N/A        | N/A        |
| <i>CNN</i>                          | Singapore stopover: Make the most of your travel time     | 3/15/12 | 23,050,827 | \$2,890.00 |
| <i>CNN</i>                          | Business traveler Singapore stop-over                     | 3/15/12 | 23,050,827 | \$2,890.00 |
| <i>The New York Times</i>           | Bloomberg Plans Trip to Singapore and Vietnam             | 3/15/12 | 1,150,589  | \$1,541.00 |
| <i>Times Union</i>                  | Singapore in good stead to attract more business          | 3/16/12 | 801,162    | N/A        |
| <i>Jaunted</i>                      | Foreign Grocery Friday: The BBQ stingray of Singapore     | 3/16/12 | 63,329     | \$25.00    |
| <i>Financial Times</i>              | A taste of Singapore's melting pot                        | 3/17/12 | 356,194    | N/A        |
| <i>The Wall Street Journal</i>      | Warhol's 15 minute start in Asia                          | 3/18/12 | 2,096,169  | \$3,100.00 |
| <i>TIME</i>                         | 3 Ways to Enjoy Singapore's Great Outdoors                | 3/19/12 | 3,679,362  | 22,500.00  |
| <i>The Huffington Post</i>          | Singapore plans futuristic new cruise terminal            | 3/20/12 | 26,622,200 | \$7.75     |
| <i>San Francisco Chronicle</i>      | Singapore's number nine ranking is still fine: Rivkin     | 3/21/12 | 220,515    | \$691.92   |
| <i>AOL Travel</i>                   | Revealed! The best airline food in the world              | 3/22/12 | 570,803    | N/A        |
| <i>Jaunted</i>                      | The Little Things: Special tea onboard Singapore Airlines | 3/22/12 | 63,329     | \$25.00    |
| <i>Farm &amp; Dairy</i>             | Vacation with us...                                       | 3/22/12 | 33,500     | \$109      |
| <i>The Wall Street Journal</i>      | Food Fridays: Tapas in Singapore                          | 3/23/12 | 2,096,169  | \$3,100.00 |
| <i>CBS Money Watch</i>              | Singapore says tourism growth to slow in 2012             | 3/23/12 | 6,903,340  | N/A        |
| <i>MSNBC</i>                        | Clogged Southeast Asia airports hinder airlines           | 3/25/12 | 32,517,100 |            |
| <i>The New York Times</i>           | Singapore is widening its cruise ship berth               | 3/25/12 | 1,150,589  | \$1,541.00 |
| <i>The New York Times</i>           | In Singapore, head for the hill,                          | 3/25/12 | 1,150,589  | \$1,541.00 |

|                                 |   |         |           |                                       |
|---------------------------------|---|---------|-----------|---------------------------------------|
|                                 | Hip Duxton Hill   |         |           |                                       |
| <i>About.com</i>                | Kuala Lumpur or Singapore   | 3/25/12 | 2,089     | \$19.00                               |
| <i>Travel Daily News</i>        | Singapore Tourism Board shares forecasts for 2012 and makes strong push for quality tourism | 3/26/12 | 8,441     | N/A                                   |
| <i>The Globe and Mail</i>       | Buckle up: Anthony Bourdain's got a new show  | 3/27/12 | 306,985   | N/A                                   |
| <i>Bloomberg Businessweek</i>   | Singapore Air, China Southern A380s turn back mid-flight                                    | 3/27/12 | 921,839   | \$161,600.00                          |
| <i>Channel News Asia</i>        | Culinary campaign raises international profile of Singapore food                            | 3/28/12 | 39,297    | N/A                                   |
| <i>Airport World</i>            | Singapore Changi unveils cargo incentive programme  | 3/28/12 | 8,000     | N/A                                   |
| <i>Hotel Chatter</i>            | Floating beds and outdoor bathtubs: Inside Singapore's New Majestic Hotel                   | 3/28/12 | 122,515   | \$25.00                               |
| <i>Meetings and Conventions</i> | Singapore Convention Center Expansion Opens   | 3/28/12 | 60,023    | N/A                                   |
| <i>EzineMark</i>                | Explore the magic of Singapore with a Singapore package tour                                | 3/30/12 | 12,998    | N/A                                   |
| <i>Smithsonian</i>              | Fast forward: Forest of the Future  | 4/1/12  | 2,075,114 | \$184,590                             |
|                                 |   |         |           | <b>Total Clips: 77</b>                |
|                                 |   |         |           | <b>Total Circulation: 188,751,161</b> |
|                                 |   |         |           | <b>Total Ad Value: \$995,076</b>      |

| <b>BT MICE</b>                             |   |                 |              |                 |
|--|---|-----------------|--------------|-----------------|
| <b>Outlet</b>                              | <b>Title</b>  | <b>Date</b>     | <b>Circ.</b> | <b>Ad Value</b> |
| <i>JAX FAX</i>                             | A Greener Singapore   | 2/1/12          | 21,656       | \$3,999         |
| <i>Boutique Design</i>                     | Appetizing Destinations   | March/<br>April | 10,200       | \$4,725         |
| <i>Hotels Magazine</i>                     | The Gostelow Report resourceful   | March           | 60,001       | \$6,350         |
| <i>Meetings &amp; Conventions</i>          | Singapore Success Story   | March           | 60,023       | \$29,000        |
| <i>Meetings &amp; Conventions (Online)</i> | International Focus: Singapore  | 3/1/12          | 5,644        | \$29,000        |
| <i>Developments</i>                        | Asia Pacific Aspirations  | 3/1/12          | 4,030        | \$10,900        |
| <i>Global Traveler</i>                     | All that glitters   | 3/1/12          | 105,274      | \$105,200       |
| <i>Smart Meetings</i>                      | Q&A with the Singapore Tourist Board                                    | 3/1/12          | 32,800       | \$6,930         |
| <i>Channel News Asia</i>                   | Mandatory weekly rest day for foreign maids                             | 3/5/12          | 54,007       | \$10,000        |
| <i>eTurbo News</i>                         | Early bird hotel rates from agoda.com for 111 <sup>th</sup> Canton Fair | 3/8/12          | 18,833       | \$25.00         |
| <i>Travel Pulse</i>                        | Singapore to open new   | 3/12/12         | 4,623        | \$28,893        |

|                                 |  |         |        |   |
|---------------------------------|--|---------|--------|---|
|                                 | International Cruise Terminal this year  |         |        |   |
| <i>TravelPulse</i>              | Singapore to open new International Cruise Terminal this year                              | 3/13/12 | 25,665 | \$28,893  |
| <i>eTurbo News</i>              | Eleven new hotels bound to be immortal   | 3/19/12 | 18,833 | \$25.00   |
| <i>eTurbo News</i>              | Report: Singapore most competitive and efficient city in Asia                              | 3/19/12 | 18,833 | \$25.00   |
| <i>Travel Pulse</i>             | Singapore to Host Cruise Shipping Asia-Pacific Conference                                  | 3/25/12 | 4,623  | \$28,893  |
| <i>Travel Daily News</i>        | Singapore Tourism Board share forecasts for 2012 and makes strong push for quality tourism | 3/26/12 | 7,824  | \$28,893  |
| <i>eTurbo News</i>              | Asian cruise industry still long way behind Europe, North America                          | 3/27/12 | 18,833 | \$25.00   |
| <i>Meetings and Conventions</i> | Singapore Convention Center Expansion Opens  | 3/28/12 | 60,023 | \$29,000  |
|                                 |  |         |        | <b>Total Clips: 18</b><br><b>Total Circulation: 477,718</b><br><b>Total Ad Value: \$350,776</b> |

**APRIL 2012**

| <b>Leisure</b>                  |  |             |              |                 |
|---------------------------------|--|-------------|--------------|-----------------|
| <b>Outlet</b>                   | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Victoria Advocate</i>        | From street to boutique - take a tour of Singapore   | 3/11/12     | 28,300       | \$1,189         |
| <i>Las Vegas Review Journal</i> | Singapore exercising care with junkets               | 4/1/12      | 220,619      | \$10,576        |
| <i>Casino Journal</i>           | Focus on: Asia - Singapore Sting                     | 4/1/12      | 9,000        | \$16,744        |
| <i>Carlos Melia Blog</i>        | Les Amis Restaurant intimate experience in Singapore | 4/1/12      | N/A          | N/A             |
| <i>San Francisco Chronicle</i>  | Rare exhibit of Japanese paintings in D.C            | 4/1/12      | 229,176      | \$691.92        |
| <i>Meetings and Conventions</i> | Gaming news from top global destinations             | 4/1/12      | 60,023       | \$29,000        |

|   |   |         |             |            |
|---|---|---------|-------------|------------|
| <i>Indagare</i>                                     | Destination: Singapore  | 4/1/12  | 2,796       | N/A        |
| <i>Coeur D'Alene Press</i>                          | World landmarks dimmer for Earth hour                                   | 4/1/12  | 24,012      | \$104      |
| <i>Furniture Today</i>                              | Emphasis on design in Singapore   | 4/2/12  | 20,065      | N/A        |
| <i>Investor's Business Daily IBD Monday Special</i> | For Las Vegas Casino operator, it's all about Macau and Singapore       | 4/2/12  | 116,203     | \$1,320    |
| <i>eTravel Blackboard</i>                           | DJ launch Sydney to Darwin new airpass                                  | 4/2/12  | N/A         | \$25.00    |
| <i>The Huffington Post Canada</i>                   | Here's how Singapore can stay in the game                               | 4/2/12  | 1,200,000   | \$7.75     |
| <i>Bangstyle</i>                                    | Wanderlust Hotel in Singapore   | 4/2/12  | 129,216     | N/A        |
| <i>Birmingham Mail</i>                              | Birmingham Mail World View  | 4/3/12  | 47,217      | N/A        |
| <i>The Globe and Mail</i>                           | Best pictures from April 3  | 4/3/12  | 306,985     | N/A        |
| <i>Wired</i>  | In focus: Supertrees in Singapore                                       | 4/3/12  | 798,020     | N/A        |
| <i>The Columbian</i>                                | Raised gardens  | 4/4/12  | 34,047      | \$1,016    |
| <i>Coeur D'Alene Press</i>                          | Vertical gardens rise in Singapore                                      | 4/4/12  | 24,012      | \$588      |
| <i>The Wall Street Journal</i>                      | Sneak Peek at Singapore's Gardens by the Bay                            | 4/4/12  | 2,096,169   | \$3,100.00 |
| <i>Yahoo!</i>                                       | Singapore has a gluttony culture  | 4/4/12  | 154,160,992 | \$4.15     |
| <i>eTravel Blackboard</i>                           | Singapore Airlines celebrates 45 <sup>th</sup> anniversary in Australia | 4/4/12  | N/A         | \$25.00    |
| <i>Lost at E Minor</i>                              | Singapore's Gardens by the Bay  | 4/7/12  | 35,474      | N/A        |
| <i>The Star Ledger</i>                              | Teachers trip offers closer look at Singapore's intense method to math  | 4/ 8/12 | 278,940     | N/A        |
| <i>Honolulu Star Advertiser</i>                     | Travel Log  | 4/8/12  | 209,915     | \$4,240    |
| <i>Travel Agent Central</i>                         | Singapore by sea  | 4/9/12  | 38,817      | \$31,015   |
| <i>The Wall Street Journal</i>                      | Formula One to kickstart Singapore market                               | 4/10/12 | 2,096,169   | \$3,100.00 |
| <i>The Huffington Post</i>                          | Shopping and dining on Singapore's Orchard Road                         | 4/11/12 | 26,622,200  | \$7.75     |
| <i>Business Insider</i>                             | Jaw dropping photos of Singapore's skyscraper infinity pool             | 4/11/12 | 3,274,020   | N/A        |
| <i>TravelPulse</i>                                  | Pan Pacific Singapore to close  | 4/12/12 | 25,665      | \$25.00    |

|   |  |         |           |              |
|---|--|---------|-----------|--------------|
|   | for major renovation   |         |           |              |
| <i>CNN GO</i>   | From hot dogs to "haute dogs" – Food trucks turn on the culinary charm     | 4/12/12 | 64,012    | \$30.00      |
| <i>Reuters</i>  | Your Money - The new perks of first class travel                           | 4/13/12 | 4,862,750 | \$25.00      |
| <i>Orange County Register</i>   | Around the world, ties to the liner run deep                               | 4/15/12 | 280,812   | N/A          |
| <i>CNN GO</i>   | Pigs' tails and Michelin stars: Singapore's World Gourmet Summit turns 15  | 4/17/12 | 64,012    | \$30.00      |
| <i>Serious Eats</i>   | Why Aren't There Any Night Markets in New York?                            | 4/19/12 | 644,527   | N/A          |
| <i>TravelPulse</i>  | Singapore developing new hotels, attractions                               | 4/19/12 | 25,665    | \$25.00      |
| <i>Trippin: A Travelogue</i>  | Revamping Singapore's street food  | 4/20/12 | N/A       | N/A          |
| <i>Atlanta Journal Constitution</i>   | Asian trade shows a draw   | 4/21/12 | 174,251   | \$3,396      |
| <i>StarTribune</i>  | Summer Travel...where the deals are...and aren't                           | 4/22/12 | 1,276,638 | \$429        |
| <i>Gadling</i>  | Where to get Singapore's favorite historical cocktail: The Singapore Sling | 4/23/12 | 800,570   | \$25.00      |
| <i>CNBC</i>   | On Singapore Airlines, flyers order premium meals in advance               | 4/23/12 | 3,743,400 | \$25.00      |
| <i>Reuters</i>  | SIA's Scoot to fly to Bangkok, competes with Tiger                         | 4/24/12 | 4,862,750 | \$25.00      |
| <i>Reuters</i>  | Singapore railway station gets new life as fashion runway                  | 4/25/12 | 4,862,750 | \$25.00      |
| <i>Breaking Travel News</i>   | Raffles Hotel Singapore  | 4/26/12 | 935       | N/A          |
| <i>CNBC</i>   | Road warrior tested: Singapore Airlines business class                     | 4/26/12 | 3,743,400 | \$25.00      |
| <i>The Wall Street Journal</i>  | Shakespeare in a Singapore park  | 4/26/12 | 2,096,169 | \$3,100.00   |
| <i>Bloomberg BusinessWeek</i>   | Singapore Girl's Charms Fade as Airline Battle Heats Up                    | 4/27/12 | 4,738,850 | \$161,600.00 |
| <i>The Independent</i>  | Singapore: Eat your way around Asia – on one island                        | 4/29/12 | 730,559   | N/A          |
| <i>ROBB Report</i>  | The Robb Report 100 resorts  | 5/1/12  | 2,131     | \$3,952      |
| <i>Conde Nast Traveler</i>  | Hot Spas: The 35 best urban and rural retreats around the world            | 5/1/12  | 815,231   | \$18,535     |
| <div style="text-align: right;"> <b>Total Clips: 48</b><br/> <b>Total Circulation: 225,904,406</b><br/> <b>Total Ad Value: \$294,026</b> </div> |  |         |           |              |

| <b>BTMICE</b>                            |  |             |              |                                     |
|--|--|-------------|--------------|-------------------------------------|
| <b>Outlet</b>                            | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b>                     |
| <i>Corporate &amp; Incentive Travel</i>  | Asia-Pacific   | April       | 40,010       | \$32,835                            |
| <i>Meetings and Conventions (Online)</i> | Gaming news from top global destinations                         | 4/1/12      | 10,288       | \$29,000                            |
| <i>eTurbo News</i>                       | Celebrity chefs create gourmet in-flight menus                   | 4/8/12      | 18,833       | \$25.00                             |
| <i>Travel Agent Magazine</i>             | Singapore by sea   | 4/9/12      | 51,000       | \$31,015                            |
| <i>Business Insider</i>                  | Jaw dropping photos of Singapore's skyscraper infinity pool      | 4/11/12     | 3,274,020    | N/A                                 |
| <i>TravelPulse</i>                       | Pan Pacific Singapore to close for major renovation              | 4/12/12     | 26,022       | \$25.00                             |
| <i>Reuters</i>                           | Your Money – The new perks of first class travel                 | 4/12/12     | 4,971,452    | \$25.00                             |
| <i>eTurbo News</i>                       | Finding ways for the travel industry to bounce back from cruises | 4/16/12     | 18,833       | \$25.00                             |
| <i>Travel Weekly</i>                     | Singapore enjoys boost from new hotels, attractions              | 4/16/12     | 37,733       | \$22,890                            |
| <i>Travel Weekly</i>                     | Upgrades to close Singapore hotel                                | 4/16/12     | 37,733       | \$11,445                            |
| <i>TravelPulse</i>                       | Singapore developing new hotels, attractions                     | 4/19/12     | 26,022       | \$25.00                             |
|  |  |             |              | <i>Total Clips: 11</i>              |
|  |  |             |              | <i>Total Circulation: 8,511,946</i> |
|  |  |             |              | <i>Total Ad Value: \$8127,310</i>   |

**MAY 2012**

| <b>Leisure</b>               |                                      |             |              |                 |
|------------------------------|--------------------------------------|-------------|--------------|-----------------|
| <b>Outlet</b>                | <b>Title</b>                         | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Luxury Travel Advisor</i> | Fairmont Hotels ups the gourmet ante | 4/30/12     | 12,000       | \$7,060.00      |
| <i>Fun World</i>             | Quick Hits                           | 5/1/12      | 9,953        | \$2,550.00      |
| <i>Passport Magazine</i>     | Singapore                            | 5/1/12      | 73,800       | \$5,935.00      |



|  |   |        |            |              |
|--|---|--------|------------|--------------|
| <i>Travel + Leisure</i>                | T&L Tip Sheet   | 5/1/12 | 260,000    | \$111,939.48 |
| <i>Meetings and Conventions</i>        | Hotels ramp up security   | 5/1/12 | 11,838     | \$29,000     |
| <i>Venues Today</i>                    | The Pride of Southeast Asia                                     | 5/1/12 | 3,000      | \$2,230.00   |
| <i>Casino Journal</i>                  | Singapore Sting   | 5/1/12 | 13,365     | \$376        |
| <i>Prevue Magazine</i>                 | Luxury is back  | 5/1/12 | 34,334     | \$7,592      |
| <i>Casual Living</i>                   | Southeast Asian Style   | 5/1/12 | 10,041     | \$4,460.00   |
| <i>Doctors Review</i>                  | Tops for tots in Asia   | 5/1/12 | N/A        | N/A          |
| <i>The Vancouver Sun</i>               | Anthony Bourdain almost laid flat by Montreal in Layover series | 5/1/12 | 156,158    | \$78.82      |
| <i>Los Angeles Times</i>               | Singapore Branches Out  | 5/1/12 | 616,575    | \$972.00     |
| <i>Travel + Leisure</i>                | Singapore: Old Change Kee                                       | 5/1/12 | 260,000    | \$111,939.48 |
| <i>Travel + Leisure</i>                | World's most delicious street food                              | 5/1/12 | 260,000    | \$111,939.48 |
| <i>M2N/Music Industry News Network</i> | LIVEOMUSIC.com infects The Music World                          | 5/2/12 | 30,000     | \$0          |
| <i>Huffington Post</i>                 | Between sun and sea on Singapore's Sentosa Island               | 5/2/12 | 31,151,900 | \$7.75       |
| <i>New York Times</i>                  | Hotels Close to the Runway, but Far From Stress                 | 5/3/12 | 816,391    | \$4,784      |
| <i>The Economic Times</i>              | Singapore may be Las Vegas as gaming destination                | 5/3/12 | 30,001     | N/A          |
| <i>Wall Street Journal</i>             | Celebrity nightclubs shake up Southeast Asia                    | 5/3/12 | 1,613,062  | \$1,844      |
| <i>La Presse</i>                       | Hong Kong Et Singapore  | 5/3/12 | 204,948    | \$139.47     |
| <i>The Monitor</i>                     | Center Stage  | 5/5/12 |            |              |
| <i>Post Bulletin</i>                   | Tours explore the East  | 5/6/12 | 38,200     | \$55.10      |
| <i>Smarter Travel</i>                  | World's largest wonder  | 5/6/12 | 694,500    | \$15.00      |
| <i>ABC News</i>                        | Secret pork recipe worth \$1.8 million                          | 5/7/12 | 7,339,940  | N/A          |
| <i>Eturbonews.com</i>                  | International tourism receipts hits new record                  | 5/7/12 | 18,891     | \$3,750.00   |
| <i>Luxury Travel Advisor</i>           | Overnight Key Ports   | 5/7/12 | 12,000     | \$7,060.00   |
| <i>The Globe and Mail</i>              | Award-winning crystal pavilion in Singapore sports Canadian     | 5/7/12 | 316,855    | \$24,431     |

|                               |   |         |            |             |
|-------------------------------|---|---------|------------|-------------|
|                               | shades  |         |            |             |
| <i>Seattle PI</i>             | Pan Pacific Hotels Group to launch second Pan Pacific Serviced Suites in Singapore; appoints Vice President, Serviced Suites to drive extended stay portfolio performance | 5/9/12  | 172        | N/A         |
| <i>The Guardian</i>           | Center for livable cities Singapore: focusing on government first   | 5/10/12 | 2,000      | N/A         |
| <i>Wall Street Journal</i>    | Food Fridays: A Michelin-starred Chef in Singapore  | 5/11/12 | 1,613,062  | \$1,844     |
| <i>USA Today</i>              | One mile at a time- Singapore for the weekend InterContinental Singapore  | 5/11/12 | 1,817,446  | \$996.82    |
| <i>Fast Company</i>           | A Futuristic Singapore Garden That Reinvents the City   | 5/14/12 | 738,950    | \$56,860.00 |
| <i>Financial Times</i>        | Singapore's green lung is designed  | 5/14/12 | 356,194    | N/A         |
| <i>Today Online</i>           | LTA begins work on first phase of Marina Bay cycling network  | 5/14/12 | 33,309     | N/A         |
| <i>TravelAge West</i>         | Borneo, Singapore, Thailand   | 5/14/12 | 22,144     | \$1,190     |
| <i>CNN</i>                    | The Journey That Inspired You   | 5/16/12 | 23,050,827 | N/A         |
| <i>The Globe and Mail</i>     | Video: Take a sip of Singapore with this cocktail recipe  | 5/16/12 | 316,855    | \$24,431    |
| <i>CBS Moneywatch</i>         | World's top 15 travel destinations  | 5/17/12 | 6,903,340  | N/A         |
| <i>eTravel Blackboard</i>     | Oasia Hotel Singapore sets a new bench for luxury at its sky high executive lounge  | 5/18/12 | 18,969     | 2,000,00    |
| <i>MarketWatch</i>            | Asia's entertainment Digerati and Music A-listers convene at the Week That Matters  | 5/18/12 | N/A        | \$25.00     |
| <i>Wall Street Journal</i>    | Weekend plans in Singapore: Audi Fashion Festival   | 5/18/12 | 1,613,062  | \$1,844     |
| <i>Alaska Dispatch</i>        | Singapore: make way for the mature stewardess   | 5/19/12 | 124,655    | N/A         |
| <i>Gadling</i>                | Singapore celebrates launch of Bay South Garden with two weeks of events  | 5/19/12 | 800,570    | \$25.00     |
| <i>The Charlotte Observer</i> | Greetings from Singapore!   | 5/20/12 | 212,318    | \$4,024     |
| <i>Pollstar</i>               | Gaga 'Insults All Religions,' Promotes Satan  | 5/21/12 | 9,925      | \$235       |

|                                  |   |         |             |                                       |
|----------------------------------|---|---------|-------------|---------------------------------------|
| <i>The Daily Beast</i>           | Best Destination Cooking Classes: Paris, Rio, Istanbul, More                                    | 5/21/12 | 2,741,440   | N/A                                   |
| <i>TIME Newsfeed</i>             | 4 underrated food capitals  | 5/21/12 | 3,376,226   | \$196,200.00                          |
| <i>Wall Street Journal</i>       | From 33 trips a month to 30 trips a year  | 5/22/12 | 1,613,062   | \$1,844                               |
| <i>Canda.com</i>                 | New cruise port Singapore staking its claim   | 5/24/12 | 1,300,000   | \$20.93                               |
| <i>MarineLink.com</i>            | Singapore's second cruise terminal set to welcome first ship                                    | 5/24/12 | 20,048      | N/A                                   |
| <i>Yahoo!</i>                    | A celebration of gastronomical delights with your family and friends                            | 5/24/12 | 154,160,992 | N/A                                   |
| <i>Wall Street Journal</i>       | Food Fridays: Forest in Singapore   | 5/25/12 | 1,613,062   | \$1,844                               |
| <i>Today Online</i>              | New Trail around S'pore's green heart   | 5/27/12 | 33,309      | N/A                                   |
| <i>eTravel Blackboard</i>        | Opening of Singapore's International Cruise Terminal A Reminder of Infrastructure Opportunities | 5/29/12 | N/A         | \$25.00                               |
| <i>San Francisco Chronicle</i>   | The Yet-to-open PARKROYAL on Pickering in Singapore Continues to Make Waves Locally and Abroad  | 5/29/12 | 229,176     | \$691.92                              |
| <i>San Angelo Standard Times</i> | Mirror, mirror on the wall  | 5/30/12 | 18,735      | \$41.41                               |
|                                  |   |         |             | <i>Total Clips: 56</i>                |
|                                  |   |         |             | <i>Total Circulation: 246,727,600</i> |
|                                  |   |         |             | <i>Total Ad Value: \$730,300.66</i>   |

| <b>BTMICE</b>                              |  |             |              |                 |
|--|--|-------------|--------------|-----------------|
| <b>Outlet</b>                              | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Meetings &amp; Conventions (online)</i> | Hotels Ramp Up Security  | 5/1/12      | 11,838       | \$29,000        |
| <i>Luxury Travel Advisor</i>               | Overnight Key Ports  | 5/7/12      | 6,235        | N/A             |
| <i>TravelPulse</i>                         | Singapore's Garden's by the Bay to Launch Bay South Gardens                        | 5/15/12     | 26,022       | \$25.00         |
| <i>eTravel Blackboard</i>                  | Oasia Hotel Singapore Sets a New Bench for Luxury at Its Sky High Executive Lounge | 5/18/12     | 18,969       | \$2,000.00      |
| <i>TravelAge West</i>                      | Singapore Tourism Board Names Senior U.S. Directors                                | 5/24/12     | 8,115        | \$850.00        |

*Total Clips: 5*  
*Total Circulation: 71,179*  
*Total Ad Value: \$31,875.00*

**JUNE 2012**

| <b>Leisure</b>                   |  |             |              |                 |
|----------------------------------|--|-------------|--------------|-----------------|
| <b>Outlet</b>                    | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| ONE +                            | Same Time Same Place   | 6/1/12      | 6,000        | \$2,900.00      |
| <i>Four Seasons Magazine</i>     | Golden Anniversary   | 6/1/12      | 91,000       | \$15,595.00     |
| <i>Four Seasons Magazine</i>     | Edifice  | 6/1/12      | 91,000       | \$15,595.00     |
| <i>San Francisco Chronicle</i>   | Globetrotter   | 6/3/12      | 229,176      | \$691.92        |
| <i>USA Today</i>                 | Point To the Plane- St. Regis Singapore- Trip Report                     | 6/4/12      | 1,817,446    | \$996.82        |
| <i>Sacramento Bee</i>            | Travel Channel and Gaiam Release The Layover Season 1 on DVD             | 6/4/12      | 1,158,680    | N/A             |
| <i>New York Times</i>            | Gambling group gave \$2 million to Cuomo Ally                            | 6/4/12      | 816,391      | \$4,784         |
| <i>The Sun Daily</i>             | Sesame Street at Universal Studios Singapore                             | 6/5/12      | N/A          | N/A             |
| <i>Jaunted</i>                   | One more bird in the sky: Scoot officially Takes off with cheaper fares  | 6/5/12      | 58,616       | N/A             |
| <i>Channel News Asia</i>         | Singapore's Changi Airport is top in Asia                                | 6/5/12      | 620,000      | \$50.00         |
| <i>Eturbonews.com</i>            | Scoot airline ditches TVs in favor of iPads to save fuel                 | 6/5/12      | 18,891       | \$3,750.00      |
| <i>AFAR</i>                      | Wandering Chef: Robbie Wilson in Singapore                               | 6/5/12      | 10,695       | N/A             |
| <i>HotelChatter</i>              | Singapore and Guangzhou each to brighten up with a New W Hotel This Fall | 6/6/12      | 43,785       | \$25.00         |
| <i>Seattle Post Intelligence</i> | Destination Blog: How to Travel to Dubai and Rock it                     | 6/6/12      | 1,126,440    | N/A             |
| <i>Bloomberg Businessweek</i>    | Singapore's New Cruise Berth ready to Woo European Ships                 | 6/7/12      | 3,979,050    | \$210.00        |

|                                    |  |         |             |             |
|------------------------------------|--|---------|-------------|-------------|
| <i>Etravel blackboard</i>          | A Proud moment for Hua Ting's Masterchefs                                    | 6/7/12  | 18,969      | 2,000.00    |
| <i>Eturbonews.com</i>              | Travel Oscars set for TravelRave Singapore debut                             | 6/7/12  | 18,891      | \$3,750.00  |
| <i>Business Week</i>               | Singapore's New Cruise Berth Ready to Woo European Ships                     | 6/7/12  | 3,979,050   | N/A         |
| <i>NY Daily News</i>               | Indians stars arrive in Singapore  | 6/8/12  | 579,636     | \$552.73    |
| <i>Wall Street Journal</i>         | Food Fridays: Tiong Bahru Bakery by Gontran Cherrier, Singapore              | 6/8/12  | 1,613,062   | \$1,844     |
| <i>Wall Street Journal</i>         | Southeast Asian Photography's Dark Cloud                                     | 6/8/12  | 1,613,062   | \$1,844     |
| <i>Bloomberg Businessweek</i>      | Sofitel's Luxury Makeover Returns a Profit                                   | 6/10/12 | 3,979,050   | \$210.00    |
| <i>Wall Street Journal</i>         | Seeing Beauty on the Run   | 6/10/12 | 1,613,062   | \$1,844     |
| <i>BBC</i>                         | Singapore in step with Bollywood   | 6/11/12 | 123,704,961 | N/A         |
| <i>Wall Street Journal</i>         | Sticker Lady   | 6/11/12 | 1,613,062   | \$1,844     |
| <i>New York Times</i>              | Never a Stressed Traveler Until His Passport Was Gone                        | 6/11/12 | 816,391     | \$4,784     |
| <i>Wall Street Journal</i>         | Staid Singapore Gets a Flair for Fashion                                     | 6/11/12 | 1,613,062   | \$1,844     |
| <i>Wall Street Journal</i>         | What is This 'Snow' That You Speak of?                                       | 6/11/12 | 1,613,062   | \$1,844     |
| <i>Washington Post</i>             | Sticker Lady Tests Singapore Leaders   | 6/12/12 | 507,615     | \$882.00    |
| <i>Global Traveler</i>             | Hotels Update Worldwide  | 6/12/12 | 4,628       | \$11,000.00 |
| <i>New York Times</i>              | Be Here Now  | 6/12/12 | 816,391     | \$4,784     |
| <i>Terminal U</i>                  | Gardens by the Bay: Singapore's new hi-tech garden                           | 6/13/12 | N/A         | N/A         |
| <i>The New York Times Magazine</i> | Singapore Zing   | 6/14/12 | 816,391     | \$4,784     |
| <i>San Francisco Chronicle</i>     | Singapore Emerges as the Most Expensive City for Expats in Southeast Asia    | 6/15/12 | 229,176     | \$691.92    |
| <i>Ottawa Citizen</i>              | Asia's city-state playground   | 6/15/12 | 113,859     | \$64.61     |
| <i>AFAR Magazine</i>               | Stevie General Store, Singapore  | 6/15/12 | 175,000     | \$18,000.00 |
| <i>The Aspen Times</i>             | 'Best new chef' Bryan Ng comes to Aspen & Wine Classic                       | 6/16/12 | 45,913      | N/A         |
| <i>Eater</i>                       | José Andrés on the Bazaar at SLS Miami and the Future of America Eats Tavern | 6/16/12 | 47,209      | \$12.00     |

|                                  |   |          |            |             |
|----------------------------------|---|----------|------------|-------------|
| <i>Boston Herald Sunday</i>      | There's more than meets the eye in Singapore  | 6/17/12  | 108,548    | \$71.84     |
| <i>Cleveland.com</i>             | Plain Dealer reporter in Singapore: 'Supertrees,' a swimming pool atop a casino on Asian tour | 6/18/12  | 1,726,690  | \$15.00     |
| <i>Business Insider</i>          | If You Think the Soda Ban Is Bad, Check Out All the Things That Are Illegal In Singapore      | 6/18/12  | 2,914,470  | N/A         |
| <i>E Travel Blackboard</i>       | Sofitel So Singapore Receives Prestigious Green Mark Platinum Award                           | 6/19/12  | 18,969     | 2,000,00    |
| <i>CNN</i>                       | 14 airport amenities that will make you long for a layover                                    | 6/19/12  | 23,050,827 | N/A         |
| <i>Fodors</i>                    | World's Most Stylish Airport Hotels   | 6/19/12  | 585,154    | N/A         |
| <i>E Travel Blackboard</i>       | New Executive Chef of Orchard Hotel Singapore   | 6/20/12  | 18,969     | 2,000,00    |
| <i>Forbes</i>                    | Singapore's Sleeper Hit: The Fullerton Bay Hotel  | 6/ 20/12 | 928,900    | \$87,880.00 |
| <i>Time ideas</i>                | Talented, Young and Asian American  | 6/20/12  | 15,580     | \$35.00     |
| <i>New Haven Register</i>        | Singapore the model for the ultimately green city   | 6/24/12  | 186,070    | N/A         |
| <i>The Philadelphia Inquirer</i> | Singapore two ways  | 6/24/12  | 325,291    | \$857.00    |
| <i>Huffington Post</i>           | Singapore's Gardens By The Bay: A Stunning Feat of Green Design                               | 6/26/12  | 31,151,900 | \$7.75      |
| <i>DNA</i>                       | Singapore, where adventure awaits you   | 6/28/12  | 1,500      | \$97.71     |
| <i>ABC News</i>                  | Airline restores SA-Singapore flights   | 6/28/12  | 7,339,940  | N/A         |
| <i>E Travel Blackboard</i>       | Singapore Airlines Good Food Guide To The Sky   | 6/28/12  | 18,969     | 2,000,00    |
| <i>E Travel Blackboard</i>       | Singapore On Top for Ten Years  | 6/28/12  | 18,969     | 2,000,00    |
| <i>Breaking Travel News</i>      | Gardens by the Bay transforms Singapore into a Garden city                                    | 6/28/12  | N/A        | N/A         |
| <i>Business World</i>            | Travel Picks: Top 10 converted hotels   | 6/28/12  | 26,428     | \$2,433.01  |

|                            |  |         |            |          |
|----------------------------|--|---------|------------|----------|
| <i>SF Gate</i>             | Singapore's Gardens By the Bay Set to become International Eco- Tourism Icon | 6/28/12 | 229,176    | \$691.92 |
| <i>Times Union</i>         | Supertrees   | 6/28/12 | 66,507     | \$312.20 |
| <i>Getty Images</i>        | Singapore Supertrees Vertical Gardens Opens to Public                        | 6/29/12 | 284,422    | N/A      |
| <i>The New York Times</i>  | In Singapore, Taking Butter With You Coffee                                  | 6/29/12 | 16,468,000 | \$70.00  |
| <i>Conde Nast Traveler</i> | In Photos: First Look at Singapore's Gardens by the Bay                      | 6/29/12 | 94,958     | \$20.00  |

*Total Clips: 60*  
*Total Circulation: 241,003,909*  
*Total Ad Value: \$197,668.43*

| <b>BT MICE</b>                    |  |         |        |             |
|-----------------------------------|--|---------|--------|-------------|
| Outlet                            | Title  | Date    | Circ.  | Ad Value    |
| <i>Meetings &amp; Conventions</i> | Hotels Ramp Up Security                                    | May     | 60,023 | \$29,000.00 |
| <i>Successful Meetings</i>        | Win the Battle for Attendees                               | 6/1/12  | 5,104  | \$29,000.00 |
| <i>Global Traveler</i>            | Hotel Update Worldwide                                     | 6/12/12 | 15,108 | \$26,300.00 |
| <i>ONE+</i>                       | Same Time Same Place                                       | June    | 29,989 | \$7,455.00  |
| <i>Breaking Travel News</i>       | Gardens by the Bay Transforms Singapore into a Garden City | 6/28/12 | 5,453  | N/A         |
| <i>E-Travel Blackboard</i>        | Singapore On Top for Ten Years!                            | 6/28/12 | 18,969 | \$2,000.00  |

*Total Clips: 6*  
*Total Circulation: 134,646*  
*Total Ad Value: \$93,755.00*

## **JULY 2012**

| <b>Leisure</b>          |  |        |         |             |
|-------------------------|--|--------|---------|-------------|
| Outlet                  | Title  | Date   | Circ.   | AD Value    |
| <i>Travel + Leisure</i> | Singapore's Magic Garden                     | 7/1/12 | 393,642 | \$89,640.00 |
| <i>JAX FAX</i>          | South East Asia Travel News                  | 7/1/12 | 21,656  | \$3,503.00  |
| <i>JAX FAX</i>          | Newly Renovated Hotels                       | 7/1/12 | 21,656  | \$3,503.00  |
| <i>PCMA Convene</i>     | Top Sites For International Meetings in 2011 | 7/1/12 | 6,596   | N/A         |

|                                     |   |         |             |             |
|-------------------------------------|---|---------|-------------|-------------|
| <i>The Wall Street Journal</i>      | Pink Dot in Singapore Highlights Gay- Rights Debate                   | 7/3/12  | 6,656,700   | \$2,099.59  |
| <i>The Sun Daily</i>                | Singapore goes green  | 7/3/12  | N/A         | N/A         |
| <i>The Toronto Star</i>             | Slinging the blues at the Raffles Hotel                               | 7/5/12  | 361,323     | \$1,085.56  |
| <i>Yahoo!</i>                       | Supertree Dining Now Serving  | 7/6/12  | 153,744,992 | N/A         |
| <i>The Villages Daily Sun</i>       | Rain drops keep fallin'   | 7/8/12  | 42,608      | \$21.50     |
| <i>Executive Travel</i>             | Singapore Travel Guide  | 7/9/12  | 117,300     | \$14,200.00 |
| <i>Food Republic</i>                | And We're Off To Singapore  | 7/9/12  | 61,426      | N/A         |
| <i>International Business Times</i> | Luxury Meets Tranquility in Singapore                                 | 7/11/12 | 3,053,820   | N/A         |
| <i>Atlantic Cities</i>              | Singapore Airport Unveils the 'World's Largest Kinetic Art Sculpture' | 7/11/12 | 111,479     | N/A         |
| <i>Travel Pulse</i>                 | Singapore to Host Formula 1 Grand Prix Race in September              | 7/11/12 | 32,486      | \$50.00     |
| <i>Food Republic</i>                | Lunch in Singapore: Kaya Toast  | 7/12/12 | 61,426      | \$25.00     |
| <i>Food Republic</i>                | Instagram   | 7/12/12 | 61,426      | \$25.00     |
| <i>Food Republic</i>                | Instagram   | 7/12/12 | 61,426      | \$25.00     |
| <i>Travel World</i>                 | Singapore Food Festival 2012  | 7/13/12 | 2,412       | N/A         |
| <i>Food Republic</i>                | Lunch in Singapore: Drunken Prawns, A Video                           | 7/13/12 | 61,426      | \$25.00     |
| <i>San Francisco Chronicle</i>      | Long Layover? Singapore offers 2 news free tours                      | 7/13/12 | 229,176     | \$691.92    |
| <i>The Saturday Star</i>            | Singapore steps it up with awesome art                                | 7/14/12 | N/A         | N/A         |
| <i>Smarter Travel</i>               | World's Coolest Pools   | 7/14/12 | 728,091     | N/A         |
| <i>Sunday Star Ledger</i>           | Singapore is a must-see Asia  | 7/15/12 | 2,547,431   | N/A         |
| <i>San Francisco Chronicle</i>      | Info To Go  | 7/15/12 | 229,176     | \$691.92    |
| <i>The Times</i>                    | Singapore is must-see Asia  | 7/15/12 | 37,347      | \$62.42     |
| <i>The Daily Reflector</i>          | History, Glitz aboard Eastern & Oriental Express                      | 7/15/12 | 21,682      | \$12.55     |
| <i>The Harvard Crimson</i>          | Sands on a Tropical Island  | 7/16/12 | 14,000      | \$2,016.00  |
| <i>Food Republic</i>                | Lunch in Singapore: Chicken Rice                                      | 7/16/12 | 61,426      | \$25.00     |
| <i>CNN</i>                          | Singapore plans to stay ahead of the pack                             | 7/16/12 | 23,050,827  | N/A         |
| <i>Food Republic</i>                | Lunch In Singapore: Char Kway Teow                                    | 7/17/12 | 61,426      | \$25.00     |
| <i>Food Republic</i>                | Lunch In Singapore: Chili Crab  | 7/18/12 | 61,426      | \$25.00     |
| <i>The News &amp; Observer</i>      | In Singapore, fast food that's fresh, healthy                         | 7/18/12 | 127,138     | \$290.86    |
| <i>Meetings Focus</i>               | Singapore Shines  | 7/19/12 | 8,646       | N/A         |
| <i>Food Republic</i>                | The 15 Best Things I Ate In   | 7/19/12 | 61,426      | \$25.00     |



|                               |   |         |            |             |
|-------------------------------|---|---------|------------|-------------|
|                               | Singapore   |         |            |             |
| <i>Luxury Travel Magazine</i> | Tree top Lofts: A Unique Stay amidst Nature in Singapore        | 7/20/12 | 7,667      | N/A         |
| <i>Reuters</i>                | Travel Picks: Top 10 cities for street food                     | 7/20/12 | 4,936,890  | \$25.00     |
| <i>MSNBC</i>                  | Travel Picks: Top 10 cities for street food                     | 7/20/12 | 75,492,000 | \$5,000.00  |
| <i>CNBC</i>                   | Travel Picks: Top 10 cities for street food                     | 7/20/12 | 3,517,220  | \$25.00     |
| <i>Chicago Tribune</i>        | Travel Picks: Top 10 cities for street food                     | 7/20/12 | 3,529,180  | \$10.00     |
| <i>Yahoo News</i>             | Travel Picks: Top 10 cities for street food                     | 7/20/12 | 54,981,700 | \$4.95      |
| <i>Hotels Magazine</i>        | What's Hot: Resorts World Sentosa debuts Tree Top Lofts         | 7/20/12 | 60,001     | \$30.00     |
| <i>Hotel Chatter</i>          | W Sentosa Cove in Singapore Now Opening September 16            | 7/20/12 | 43,221     | \$25.00     |
| <i>News &amp; Observer</i>    | 7 Ways Singapore Will Surprise You                              | 7/22/12 | 127,138    | \$290.86    |
| <i>Forbes</i>                 | Takeover Bids For Singapore Brewery Attract Global Players      | 7/23/12 | 928,900    | \$87,880.00 |
| <i>Los Angeles Times</i>      | Singapore: New W hotel on Sentosa Island will open in September | 7/23/12 | 616,575    | \$972.00    |
| <i>Serious Eats</i>           | Cereal Eats: 3 Cereals from Singapore                           | 7/23/12 | 610,288    | \$20.00     |
| <i>What's To Do</i>           | A Complete Singapore Travel Guide                               | 7/24/12 | 3,351,019  | N/A         |
| <i>Serious Eats</i>           | Snapshots From Singapore: The To-Go Bag                         | 7/25/12 | 610,288    | \$20.00     |
| <i>News.com.au</i>            | The top 10 street food to leave you salivating...or not         | 7/25/12 | 3,500,000  | N/A         |
| <i>E Turbo News</i>           | Make the most of National Day with hotel specials in Singapore  | 7/25/12 | 18,891     | \$3,750.00  |
| <i>Food Republic</i>          | KF Seetoh's Singaporean Street Food Revolution                  | 7/26/12 | 61,426     | \$25.00     |
| <i>Serious Eats</i>           | An Introduction to Singaporean Food                             | 7/26/12 | 610,288    | \$20.00     |
| <i>Sunday Press Democrat</i>  | 8 reasons to enjoy Singapore                                    | 7/29/12 | 196,908    | N/A         |
| <i>North County Times</i>     | Luxury on track   | 7/29/12 | 80,402     | \$91.00     |
| <i>CNN</i>                    | Fake trees flourish in competitive climate                      | 7/30/12 | 23,050,827 | \$30.00     |
| <i>Condé Nast Traveler</i>    | Insider Food Secrets from CNT Writers and Editors               | 7/31/12 | 94,958     | 135,097.00  |
| <i>Serious Eats</i>           | Snapshots from Singapore: 25 Singaporean Dishes You Should      | 7/21/12 | 610,288    | \$20.00     |

|   |   |         |         |          |
|---|---|---------|---------|----------|
|   | Know  |         |         |          |
| <i>New York Daily News</i>  | The 10 best street food cities in the world | 7/31/12 | 579,636 | \$552.73 |
| <i>Total Clips: 58</i><br><i>Total Circulation: 369,335,087</i><br><i>Total Ad Value: \$8344,950.86</i> |   |         |         |          |

| <b>BT MICE</b>   |  |             |         |             |
|--|--|-------------|---------|-------------|
| Outlet   | Title  | Date        | Circ.   | Ad Value    |
| <i>Executive Travel (online)</i>   | Singapore Travel Guide                                   | 7/9/12      | 7,199   | \$84,000    |
| <i>Travel Pulse</i>  | Singapore to Host Formula 1 Grand Prix Race in September | 7/11/12     | 26,249  | \$25.00     |
| <i>PCMA Convene</i>  | Top Sites for International Meetings in 2011             | July        | 32,889  | \$9,230.00  |
| <i>Luxury Travel Magazine</i>  | Tree Top Lofts: A Unique Stay Amidst Nature in Singapore | 7/20/12     | 7,667   | N/A         |
| <i>HOTELS</i>  | What's Hot: Resorts World Sentosa debuts Tree Top Lofts  | 7/20/12     | 4,201   | \$30.00     |
| <i>Meetings &amp; Conventions</i>  | Two More Great Global Destinations                       | 7/26/12     | 10,249  | \$29,000.00 |
| <i>PCMA Convene</i>  | Top Sites for International Meetings in 2011             | July        | 32,889  | \$9,230.00  |
| <i>Meetings Focus (online)</i>   | Singapore Culture Club                                   | July        | 8,646   | \$12,510.00 |
| <i>Meetings Focus (online)</i>   | Singapore by the Numbers                                 | July        | 8,646   | \$4,170.00  |
| <i>Meetings Focus (online)</i>   | Outta "Site" in Singapore                                | July        | 8,646   | \$10,425.00 |
| <i>Meetings Focus (online)</i>   | Singapore Shines   | July        | 8,646   | \$4,170.00  |
| <i>Executive Travel</i>  | Singapore  | July/August | 134,664 | \$84,000    |
| <i>Total Clips: 12</i><br><i>Total Circulation: 290,591</i><br><i>Total Ad Value: \$246,790.00</i> |  |             |         |             |

**AUGUST 2012**

| <b>Leisure</b> |       |      |       |          |
|----------------|-------|------|-------|----------|
| Outlet         | Title | Date | Circ. | AD Value |

|                                  |  |         |            |              |
|----------------------------------|--|---------|------------|--------------|
| <i>Executive Travel Magazine</i> | Singapore  | 8/1/12  | 117,300    | \$14,200.00  |
| <i>Hospitality Design</i>        | Going the Distance   | 8/1/12  | 30,148     | \$9,570.00   |
| <i>Women's Running</i>           | Spotlight Singapore  | 8/1/12  | 105,000    | \$10,500.00  |
| <i>Elite Traveler</i>            | President's Page   | 8/1/12  | 4,247      | N/A          |
| <i>Elite Traveler</i>            | The Top 101 Hotel Suites in the World  | 8/1/12  | 4,247      | N/A          |
| <i>Yellow Magazine</i>           | The Finest Hotels in Asia  | 8/1/12  | N/A        | \$36.00      |
| <i>Houston Chronicle</i>         | Top 10 cities for street food  | 8/1/12  | 346,129    | \$676.00     |
| <i>Travel+Leisure</i>            | Singapore's New Gardens by the Bay Park  | 8/2/12  | 393,642    | \$89,640.00  |
| <i>Serious Eats</i>              | Snapshots from Singapore: 10 Must- Eat Singaporean Breakfasts                        | 8/3/12  | 610,288    | \$20.00      |
| <i>The Record</i>                | Grand Opening Savings in Singapore   | 8/5/12  | 9,951      | \$37.74      |
| <i>The Hartford Courant</i>      | New hotel in Singapore   | 8/5/12  | 132,006    | \$280.00     |
| <i>Chicago Tribune</i>           | New Hotel in Singapore   | 8/5/12  | 414,590    | \$667.00     |
| <i>NorthJersey.com</i>           | Grand opening savings in Singapore   | 8/5/12  | 410,273    | N/A          |
| <i>NBCnews.com</i>               | 9 places you haven't visited- but should   | 8/6/12  | 33,320,100 | \$100.00     |
| <i>Besttravelmagazine.com</i>    | Singapore's new Garden of Eden   | 8/7/12  | N/A        | N/A          |
| <i>CNN</i>                       | 8 hotel tours to make your stay more interesting                                     | 8/7/12  | 23,050,827 | \$30.00      |
| <i>Serious Eats</i>              | Snapshots from Singapore: A Guide to Singaporean Coffee                              | 8/7/12  | 610,288    | \$20.00      |
| <i>E travel blackboard</i>       | Singapore blooms with the opening of gardens by the bay                              | 8/8/12  | 1,547      | N/A          |
| <i>Huffington Post</i>           | Expensive Travel: The Most Luxurious Amenities on Planes & Cruises (Photos)          | 8/8/12  | 30,934,900 | N/A          |
| <i>San Jose Mercury News</i>     | Travel Top 10: Hotels with former lives as places, prisons, even a bullfighting ring | 8/9/12  | 575,786    | \$788.00     |
| <i>Serious Eats</i>              | Snapshots from Singapore: A Must Try Pork Jerky- Kaya Toask Hack                     | 8/9/12  | 610,288    | \$20.00      |
| <i>JustLuxe</i>                  | Gardens by the Bay in Singapore  | 8/9/12  | 130,159    | N/A          |
| <i>The Wall Street Journal</i>   | Food Fridays: What the Fish in Singapore   | 8/10/12 | 5,824,010  | \$64.00      |
| <i>Condé Nast Traveler</i>       | 4 Airport Spots that are Better for Sleeping Than the Luggage Scanner                | 8/12/12 | 94,958     | 135,097.00   |
| <i>Newsweek</i>                  | Top Chefs Choose 101 Best  | 8/13/12 | 1,546,750  | \$115,960.00 |

|                                |  |         |             |             |
|--------------------------------|--|---------|-------------|-------------|
|                                | Places To Eat Around The World   |         |             |             |
| <i>Canadian Travel Press</i>   | Airports where half the fun is laying over   | 8/13/12 | 24,749      | \$6,729.91  |
| <i>E Travel Blackboard</i>     | Singaporean last-minute weekend escapes  | 8/14/12 | 1,547       | N/A         |
| <i>Serious Eats</i>            | A Tour of a Singaporean Wet Market   | 8/14/12 | 610,288     | \$20.00     |
| <i>The Wall Street Journal</i> | The World's Richest Country  | 8/15/12 | 5,824,010   | 64.00       |
| <i>Luxury Travel Magazine</i>  | Singapore: Luxury Travel Insider Guide 2012  | 8/16/12 | 6,855       | N/A         |
| <i>Serious Eats</i>            | A tour of a Singaporean Supermarket  | 8/16/12 | 610,288     | \$20.00     |
| <i>Jaunted</i>                 | Even Singapore's Famous Merlion Statue Goes on Vacation  | 8/16/12 | 54,988      | \$25.00     |
| <i>The New York Times</i>      | The Mediterranean on an Asian plate  | 8/16/12 | 15,204,800  | \$1,541.00  |
| <i>CNN</i>                     | 10 of the world's top airport lounges  | 8/17/12 | 23,050,827  | \$30.00     |
| <i>Jaunted</i>                 | Foreign Grocery Friday The Bak Kwa of Singapore  | 8/17/12 |             | \$25.00     |
| <i>Huffington Post</i>         | The World's Best Hotel Pools   | 8/17/12 | 30,934,900  | \$25.00     |
| <i>USA Today</i>               | Very Good Points- Help Me Plan My Vacation- Part 1, Singapore                                    | 8/18/12 | 18,259,500  | \$996.82    |
| <i>Robb Report</i>             | Sentosa's New High-Altitude Accommodations   | 8/20/12 | 16,438      | N/A         |
| <i>Fox News</i>                | The great urban outdoors   | 8/20/12 | N/A         | \$100.00    |
| <i>The AdvenTourist</i>        | 4 Adventures To Try In Singapore   | 8/21/12 | N/A         | N/A         |
| <i>Hotel Chatter</i>           | Doing High Tea at The Raffles in Singapore   | 8/22/12 | 42,726      | \$25.00     |
| <i>Travel+Leisure</i>          | Best Up-and-Coming Hotels 2012   | 8/22/12 | 393, 642    | \$89,640.00 |
| <i>Oyster.com</i>              | In the Spotlight: The Fullerton Bay Hotel, Singapore   | 8/22/12 | N/A         | N/A         |
| <i>Yahoo</i>                   | A weekend and world away in Singapore  | 8/23/12 | 154,222,000 | \$4.15      |
| <i>Elite Traveler</i>          | Raffles Hotel in Singapore Celebrates in Style with Luxury 125 <sup>th</sup> Anniversary Package | 8/23/12 | 4,247       | N/A         |
| <i>Yahoo</i>                   | 10 jaw-dropping hotel swimming pools   | 8/23/12 | 154,222,000 | \$4.15      |
| <i>Serious Eats</i>            | Snapshots from Singapore: Afternoon Tea at Tea Chapter   | 8/24/12 | 610,288     | \$20.00     |

|                                  |  |             |            |                                       |
|----------------------------------|--|-------------|------------|---------------------------------------|
| <i>Executive Travel Magazine</i> | Singapore  | July/August | 117,300    | \$14,200.00                           |
| <i>Fox News</i>                  | Nine airport restaurants: local eats before liftoff                                  | 8/26/12     | N/A        | \$100.00                              |
| <i>Travel Advice</i>             | 13 Free Things You Never Knew You Could Do At Singapore Changi International Airport | 8/26/12     | N/A        | N/A                                   |
| <i>The Plain Dealer</i>          | Far East, up close   | 8/26/12     | 246,571    | \$520.00                              |
| <i>ITravelIShop.com</i>          | What's New: Singapore  | 8/27/12     | N/A        | N/A                                   |
| <i>Herald Sun</i>                | The good, bad and ugly about airports  | 8/27/12     | 21,367     | \$460.53                              |
| <i>San Diego Reader</i>          | Singapore: A "Fine" City   | 8/28/12     | 130,000    | \$89.45                               |
| <i>Huffington Post</i>           | Chope, This Seat Mine: The Immutable Laws of Singapore's Hawker Centers              | 8/29/12     | 30,934,900 | \$25.00                               |
| <i>Tripadvisor.co.uk</i>         | ArtScience Museum at Marina Bay Sands: Traveler Reviews                              | 8/29/12     | 18,006,100 | N/A                                   |
| <i>Fodors</i>                    | W Hotel to Open in Singapore   | 8/29/12     | 643,072    | N/A                                   |
| <i>Hotels</i>                    | What's Hot: Raffles twists Singapore Sling for 125th                                 | 8/29/12     | 60,001     | \$20.00                               |
| <i>Beaver County Times</i>       | Stunning sting   | 8/29/12     | 31,239     | \$41.25                               |
| <i>Serious Eats</i>              | Snapshots from Singapore: A Late Night Food Crawl with Makansutra's K.F. Seetoh      | 8/30/12     | 610,288    | \$25.00                               |
| <i>The Daily Reflector</i>       | Singapore  | 8/31/12     | 23,051     | \$12.55                               |
|                                  |  |             |            | <i>Total Clips: 61</i>                |
|                                  |  |             |            | <i>Total Circulation: 553,408,132</i> |
|                                  |  |             |            | <i>Total Ad Value: \$492,469.55</i>   |

| <b>BT MICE</b>                      |  |             |              |                 |
|-------------------------------------|--|-------------|--------------|-----------------|
| <b>Outlet</b>                       | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Executive Travel Magazine</i>    | Singapore  | July/August | 134,664      | \$84,000        |
| <i>Meetings Focus International</i> | Culture Club   | August      | 8,000        | \$48,699.00     |
| <i>eTravel Blackboard</i>           | Singapore blooms with the opening of gardens by the bay  | 8/8/12      | 18,969       | \$2,000.00      |
| <i>eTravel Blackboard</i>           | Singapore is choice for business travelers               | 8/13/12     | 18,969       | \$2,000.00      |
| <i>Hospitality Design</i>           | Going the Distance                                       | 8/1/12      | 30,143       | \$19,140.00     |
| <i>Hotels.com</i>                   | ADR fuels Singapore RevPAR growth in H1 2012: STR Global | 8/17/12     | 4,201        | \$20.00         |

|                   |  |         |         |  |
|-------------------|--|---------|---------|--|
| <i>Fodors.com</i> | W Hotel to Open in Singapore                                     | 8/29/12 | 643,072 | N/A  |
| <i>Hotels.com</i> | What's Hot: Raffles twists Singapore Sling for 125 <sup>th</sup> | 8/29/12 | 4,201   | \$20.00  |
|                   |  |         |         | <i>Total Clips: 8</i><br><i>Total Circulation: 862,219</i><br><i>Total Ad Value: \$155,879</i> |

**SEPTEMBER 2012**

| <b>Leisure Outlet</b>             | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
|-----------------------------------|--|-------------|--------------|-----------------|
| <i>Doctor's Review</i>            | The future looks green   | 9/1/12      | 39,870       | \$2,915.33      |
| <i>One +</i>                      | Top Spots  | 9/1/12      | 29,989       | \$7,455.00      |
| <i>Yellow</i>                     | Gardens by the Bay   | 9/1/12      | N/A          | N/A             |
| <i>Passport Magazine</i>          | The Best International Fashion Weeks   | 9/1/12      | 75,000       | \$1,430.00      |
| <i>Business Traveler Magazine</i> | Great Stays in the Lion City   | 9/1/12      | N/A          | N/A             |
| <i>Business Traveler Magazine</i> | The Question of Duty   | 9/1/12      | N/A          | N/A             |
| <i>Funworld</i>                   | Science Center Singapore Unveils 'Quirky!' New Exhibit                           | 9/1/12      | 9,953        | \$2,550.00      |
| <i>Funworld</i>                   | Food Feast   | 9/1/12      | 9,953        | \$2,550.00      |
| <i>Arkansas Democrat Gazette</i>  | Safe, clean and bright, Singapore a joy to visit                                 | 9/2/12      | 179,134      | \$248.00        |
| <i>NY Daily News</i>              | In vibrant Singapore, ancient cultures mix with the modern amid a lush landscape | 9/2/12      | 556,531      | \$552.73        |
| <i>CNBC</i>                       | As Singapore Reinvents Itself, Hoteliers Reap Windfall                           | 9/5/12      | 3,387,710    | N/A             |
| <i>9to5 Travel</i>                | Nectar Restaurant<br>WANGZ Hotel Singapore                                       | 9/5/12      | N/A          | N/A             |
| <i>9to5 Travel</i>                | PARKROYAL on Beach Road Singapore Hotel Review                                   | 9/5/12      | N/A          | N/A             |
| <i>Gazette</i>                    | Snapshots  | 9/7/12      | 1,912        | N/A             |

|                                    |   |         |            |            |
|------------------------------------|---|---------|------------|------------|
| <i>Huffington Post</i>             | All About 'Devil's Curry' In Singapore                        | 9/7/12  | 30,934,900 | \$25.00    |
| <i>JohnnyJet</i>                   | Travel Style: Jen Murphy                                      | 9/7/12  | 21,205     | \$25.00    |
| <i>The Windsor Star</i>            | 48 hours in Singapore   | 9/8/12  | 290,000    | \$13.27    |
| <i>Gadling</i>                     | Photo of the Day: Supertree and Sands                         | 9/8/12  | 876,476    | \$25.00    |
| <i>Boston Herald</i>               | Step into big city for taste of the great outdoors            | 9/9/12  | 108,548    | \$71.84    |
| <i>Kingsoire Times- News</i>       | Adventures in nature, without leaving the city                | 9/9/12  | N/A        | N/A        |
| <i>Fayetteville Observer-Times</i> | The Great Urban Outdoors                                      | 9/9/12  | 49,163     | \$51.50    |
| <i>The Charlotte Observer</i>      | Have a nature adventure while you're in the big city          | 9/9/12  | 146,511    | \$344.00   |
| <i>The Sunday Journal Sentinel</i> | Enjoy great nature adventures in big cities                   | 9/9/12  | N/A        | N/A        |
| <i>Yellow Magazine</i>             | Singapore Creates Green Design on a Magnificent Scale         | 9/10/12 | N/A        | N/A        |
| <i>ABC</i>                         | Prince William and Kate Middleton Set to Embark on Asia Tour  | 9/10/12 | 6,726,550  | N/A        |
| <i>CBS</i>                         | Pandas start their journey in Singapore                       | 9/11/12 | 6,412,950  | N/A        |
| <i>People</i>                      | Prince William and Kate arrive in Singapore                   | 9/11/12 | 7,313,960  | \$15.00    |
| <i>ABC News</i>                    | Prince William, Kate start Asia tour in Singapore             | 9/11/12 | 6,726,550  | N/A        |
| <i>The Wall Street Journal</i>     | Airports where half the fun is laying over                    | 9/11/12 | 5,824,010  | \$2,099.59 |
| <i>USA Today</i>                   | Will and Kate visit Singapore's Botanic Gardens               | 9/11/12 | 18,259,500 | \$52.00    |
| <i>CN Traveler</i>                 | Will and Kate Visit Singapore, Get an Orchid Named After Them | 9/11/12 | 147,221    | \$20.00    |
| <i>Serious Eats</i>                | How to be a Vegetarian in Singapore and Kuala Lumpur          | 9/11/12 | 561,967    | \$20.00    |
| <i>The Manhattan Mercury</i>       | On the ground, lots of new outlets                            | 9/11/12 | 28,142     | \$7.60     |
| <i>9to5 Travel</i>                 | PARKROYAL on  | 9/11/12 | N/A        | N/A        |

|                                  |   |         |            |              |
|----------------------------------|---|---------|------------|--------------|
|                                  | Kitchener Road-Singapore Hotel Review   |         |            |              |
| <i>Huffington Post</i>           | Prince William, Kate Middleton Singapore Trip: Royal Couple Stay At Famous Raffles Hotel Singapore (Photos) | 9/12/12 | 30,934,900 | \$25.00      |
| <i>Telegram-Tribune</i>          | Singapore Honors Duke and Duchess   | 9/12/12 | N/A        | N/A          |
| <i>Daily Freeman</i>             | Prince William, Kate start Asia tour  | 9/12/12 | 14,944     | \$33.55      |
| <i>The Daily Gazette</i>         | Name & faces  | 9/12/12 | 62,015     | \$102.41     |
| <i>News- Press</i>               | Prince William, Kate start Asia tour  | 9/12/12 | 22,278     | N/A          |
| <i>Belleville News- Democrat</i> | Royal couple sees Princess Di flower  | 9/12/12 | 138,553    | \$595.00     |
| <i>Argus Leader</i>              | Prince William, Kate start Asia tour  | 9/12/12 | 35,191     | \$73.55      |
| <i>Florida Today</i>             | Prince William, Kate start Asia tour  | 9/12/12 | 63,087     | \$116.08     |
| <i>The Wall Street Journal</i>   | Will & Kate Fire up Singapore   | 9/12/12 | 5,824,010  | \$2,099.59   |
| <i>Hickory Daily Record</i>      | Prince William, Kate start Asia tour  | 9/12/12 | 16,740     | \$21.58      |
| <i>Travel News Gazette</i>       | ITB Asia partners with UNWTO and Singapore tourism Board  | 9/12/12 | N/A        | N/A          |
| <i>E Turbo News</i>              | Young royals' visit to boost Singapore tourism  | 9/12/12 | N/A        | N/A          |
| <i>TIME</i>                      | Look Book: The Best Outfits from Kate Middleton's Southeast Asia Tour                                       | 9/13/12 | 3,376,226  | \$196,200.00 |
| <i>The Orlando Sentinel</i>      | Royal tour of Southeast Asia, South Pacific revs up   | 9/13/12 | N/A        | N/A          |
| <i>The Globe and Mail</i>        | Culture shock and awe in Singapore  | 9/15/12 | 3,100,000  | \$40.83      |
| <i>Los Angeles Times</i>         | Raffles' birthday   | 9/16/12 | 8,925,580  | \$48.00      |
| <i>Honolulu Star-Advertiser</i>  | Urban hideaways   | 9/16/12 | 150,235    | \$88.00      |
| <i>Press Journal</i>             | Singapore: Sights, heights and Slings   | 9/16/12 | 29,610     | \$39.77      |



|                                 |  |         |            |             |
|---------------------------------|--|---------|------------|-------------|
| <i>Travel News Gazette</i>      | Second Annual Cruise Shipping Asia-Pacific opened at the Marina Bay Cruise Centre in Singapore | 9/17/12 | N/A        | N/A         |
| <i>Travel Age West</i>          | Celebratory Packages at W Singapore  | 9/17/12 | N/A        | N/A         |
| <i>Huffington Post</i>          | Exploring Singapore's Café Culture in 24 hours   | 9/19/12 | 30,934,900 | \$25.00     |
| <i>Forbes</i>                   | The World's Top 10 Cities For Street Food  | 9/19/12 | 9,403,180  | \$136.00    |
| <i>Las Vegas Review-Journal</i> | Formula One Among Attractions  | 9/19/12 | 220,619    | \$345.95    |
| <i>Hotels</i>                   | Hot Openings: W opens its first property in Singapore  | 9/20/12 | 4,311      | \$20.00     |
| <i>Breaking Travel News</i>     | W Hotels opens latest property in Singapore  | 9/21/12 | N/A        | N/A         |
| <i>The New York Times</i>       | In Full Swing in Singapore, on Track and Off   | 9/21/12 | 15,204,800 | \$70.00     |
| <i>Chicago Tribune</i>          | 10 for the road: Plush pools   | 9/21/12 | 3,212,510  | \$10.00     |
| <i>CBS News</i>                 | Let's all take a vicarious trip to Singapore   | 9/21/12 | 6,412,950  | N/A         |
| <i>9to5 Travel</i>              | The Sultan Boutique Hotel in Singapore's Arab Quarter  | 9/21/12 | N/A        | N/A         |
| <i>The Globe and Mail</i>       | See more of Singapore  | 9/22/12 | 3,100,000  | \$40.83     |
| <i>The Globe and Mail</i>       | Discover the true taste of Singapore   | 9/22/12 | 3,100,000  | \$40.83     |
| <i>The Globe and Mail</i>       | Where to swing you Singapore Sling   | 9/22/12 | 3,100,000  | \$40.83     |
| <i>The Globe and Mail</i>       | Culture Shock and Awe  | 9/22/12 | 3,100,000  | \$40.83     |
| <i>9to5 Travel</i>              | Pasha Restaurant & Bar at The Sultan Hotel Singapore   | 9/22/12 | N/A        | N/A         |
| <i>The Record</i>               | The Airport Evolution  | 9/23/12 | 3,115,290  | N/A         |
| <i>Herald News</i>              | The Airport Revolution   | 9/23/12 | 800        | \$5.00      |
| <i>San Francisco Chronicle</i>  | Info To Go   | 9/23/12 | 229,176    | \$691.92    |
| <i>Travel Weekly</i>            | W Brand opens on Singapore island  | 9/24/12 | 37,733     | \$22,290.00 |

|                                |  |         |            |         |
|--------------------------------|--|---------|------------|---------|
| <i>The Nation</i>              | Branding Singapore                                     | 9/26/12 | 283,101    | \$25.00 |
| <i>The Wall Street Journal</i> | A Hotel Where You Can Arrive by Yacht                  | 9/27/12 | 5,824,010  | \$25.00 |
| <i>USA Today</i>               | World's biggest Ferris wheel planned for the Big Apple | 9/28/12 | 18,259,500 | \$52.00 |
| <i>The Huffington Post</i>     | Dying for a \$160k Satay Beehoon Recipe                | 9/28/12 | 30,934,900 | \$25.00 |

*Total Clips: 75*  
*Total Circulation: 277,867,649*  
*Total Ad Value: \$243,838.41*

| <b>BTMICE</b>               |  |             |              |                 |
|-----------------------------|--|-------------|--------------|-----------------|
| <b>Outlet</b>               | <b>Title</b>   | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>ONE +</i>                | Top Spots  | 9/1/12      | 29,989       | \$7,455         |
| <i>E Turbo News</i>         | Young royals' visit to boost Singapore tourism   | 9/12/12     | 24,046       | \$25.00         |
| <i>Travel News Gazette</i>  | Second Annual Cruise Shipping Asia-Pacific opened at the Marina Bay Cruise Centre in Singapore | 9/17/12     | 757          | N/A             |
| <i>Travel Age West</i>      | Celebratory Packages at W Singapore  | 9/17/12     | 11,039       | \$850.00        |
| <i>Hotels</i>               | Hot Openings: W opens its first property in Singapore  | 9/20/12     | 4,311        | \$20.00         |
| <i>Breaking Travel News</i> | W Hotels opens latest property in Singapore  | 9/21/12     | 7,293        | N/A             |
| <i>Breaking Travel News</i> | Four Seasons Hotel Singapore offers "Greening Meetings"  | 9/23/12     | 7,293        | N/A             |
| <i>Successful Meetings</i>  | W Hotels Makes Singapore Debut   | 9/24/12     | 5,267        | \$29,000.00     |

*Total Clips: 8*  
*Total Circulation: 89,995*  
*Total Ad Value: \$37,350.00*

**OCTOBER 2012**

| Leisure                             |   |          |            |             |
|-------------------------------------|---|----------|------------|-------------|
| Outlet                              | Title   | Date     | Circ.      | AD Value    |
| <i>Martha Stewart Weddings</i>      | Honeymoon Diary: Singapore & Malaysia   | 10/1/12  | 463,338    | N/A         |
| <i>Agent@Home Magazine</i>          | Singapore Fling   | 10/1/12  | 18,239     | \$9,081.00  |
| <i>OK!</i>                          | Singapore Swing   | 10/1/12  | 747,040    | \$61,700.00 |
| <i>Nylon</i>                        | Places to get your spa on   | 10/1/12  | 19,880     | \$2,500.00  |
| <i>Prevue Magazine</i>              | 50 Shades of Green  | 10/1/12  | 35,000     | \$13,985.00 |
| <i>Red Bulletin</i>                 | Night Safari  | 10/1/12  | N/A        | \$44,900.00 |
| <i>Details</i>                      | The Airport Lounge Gets an Upgrade  | 10/1/12  | 80,811     | N/A         |
| <i>Travel Weekly</i>                | Pan Pacific Singapore reopens after extensive renovation                      | 10/2/12  | 37,733     | \$22,890.00 |
| <i>Huffington Post</i>              | World's Best Casino Dining  | 10/4/12  | 30,934,900 | \$7.75      |
| <i>Travel Agent Central</i>         | Amadeus Surveys Traveler Friendly Airports                                    | 10/5/12  | 42,113     | \$2,000.00  |
| <i>The New York Times</i>           | In Singapore, A Stylish Update  | 10/5/12  | 15,204,800 | \$70.00     |
| <i>The New York Times</i>           | Hotel Review: The Sultan in Singapore   | 10/5/12  | 15,204,800 | \$70.00     |
| <i>Post-Gazette.com</i>             | Hotel Review: The Sultan in Singapore   | 10/6/12  | 1,301,120  | \$25.00     |
| <i>The New York Times</i>           | In Singapore, A Stylish Update  | 10/7/12  | 1,586,757  | \$1,541.00  |
| <i>The New York Times</i>           | Check In/Check Out  | 10/7/12  | 1,586,757  | \$1,541.00  |
| <i>International Herald Tribune</i> | A Singapore enclave comes alive   | 10/7/12  | N/A        | N/A         |
| <i>CNN</i>                          | A new generation of airport hotels  | 10/10/12 | 20,915,300 | \$30.00     |
| <i>Travel Courier</i>               | Places  | 10/11/12 | 15,905     | \$2,738.68  |
| <i>Seattle Post Intelligencer</i>   | 9500 miles in 18 ½ hours- Singapore Airlines Flight 21 and the Airbus 340-500 | 10/12/12 | 1,101,410  | N/A         |
| <i>New York Magazine</i>            | .90 Acres of Turf Roof turf, that A country expanse amid urban                | 10/15/12 | 405,149    | \$41,980.00 |
| <i>Travel Agent Central</i>         | Singapore's Hotel Surge   | 10/15/12 | 42,113     | \$2,000.00  |
| <i>The New York Times</i>           | Bed, Bathrobe and Beyond  | 10/16/12 | 15,204,800 | \$70.00     |
| <i>E Travel Blackboard</i>          | Next wave for Singapore: Marina Bay Cruise Centre                             | 10/23/12 | 1,547      | N/A         |
| <i>Cruise Critic</i>                | Key Asian Cruise Port Gets New Terminal                                       | 10/23/12 | 768,127    | \$15.00     |
| <i>Huffington Post</i>              | Singapore: The New Switzerland? Private Banking's New Home                    | 10/23/12 | 30,934,900 | \$7.75      |
| <i>The Wall Street Journal</i>      | Standing Out in Singapore   | 10/24/12 | 5,824,010  | \$64.00     |
| <i>Travel Channel.com</i>           | Royal Spotting  | 10/24/12 | 1,002,990  | N/A         |
| <i>Condé Nast Traveler</i>          | Where to Eat and Sleep in   | 10/24/12 | 147,221    | \$20.00     |

|   |   |          |            |                                       |
|---|---|----------|------------|---------------------------------------|
|   | Singapore   |          |            |                                       |
| <i>Cheryl Lu-Lien Tan- A Tiger in the Kitchen</i> | Tian Tian Hainanese Chicken Rice: Revisiting a Legend (Or Something Like it)          | 10/29/12 | 144        | N/A                                   |
| <i>The Wall Street Journal</i>                    | In Praise of Street Food  | 10/30/12 | 5,824,010  | \$64.00                               |
| <i>The New York Times</i>                         | Singapore Nurtures Art With Bureaucratic Touch  | 10/31/12 | 15,204,800 | \$70.00                               |
| <i>About.com</i>                                  | "Stay in Shape" Package at Amara Sanctuary Resort Sentosa, Singapore Will Pump You Up | 10/31/12 | 44,291,800 | \$19.00                               |
|   |   |          |            | <i>Total Clips: 31</i>                |
|   |   |          |            | <i>Total Circulation: 208,947,370</i> |
|   |   |          |            | <i>Total Ad Value: \$160,340.75</i>   |

| <b>BT MICE</b>               |  |          |         |                                   |
|------------------------------|--|----------|---------|-----------------------------------|
| Outlet                       | Title  | Date     | Circ.   | Ad Value                          |
| <i>Doctor's Review</i>       | The future looks green                                   | 9/1/12   | 39,870  | \$2,854.67                        |
| <i>Prevue</i>                | 50 Shades of Green                                       | October  | 35,000  | \$13,985.00                       |
| <i>Travel Agent Magazine</i> | Singapore's Hotel Surge                                  | October  | 51,000  | \$30,386.00                       |
| <i>Travel Weekly</i>         | Pan Pacific Singapore reopens after extensive renovation | 10/2/12  | 86,652  | N/A                               |
| <i>Rejuvenate</i>            | London, Singapore among top international meeting spots  | 10/11/12 | 2,684   | N/A                               |
| <i>Breaking Travel News</i>  | TravelRave opens its doors in Singapore                  | 10/15/12 | 7,293   | N/A                               |
| <i>Cruise Critic</i>         | Key Asian Cruise Port Gets New Terminal                  | 10/23/12 | 768,127 | \$15.00                           |
|                              |  |          |         | <i>Total Clips: 7</i>             |
|                              |  |          |         | <i>Total Circulation: 990,626</i> |
|                              |  |          |         | <i>Total Ad Value: \$47,241</i>   |

**NOVEMBER 2012**

| <b>Leisure</b>          |                                       |         |         |          |
|-------------------------|---------------------------------------|---------|---------|----------|
| Outlet                  | Title                                 | Date    | Circ.   | AD Value |
| <i>Travel + Leisure</i> | 101 Places Every Traveler Should Know | 11/1/12 | 394,778 | \$20.00  |

|   |   |         |             |             |
|---|---|---------|-------------|-------------|
| <i>Architectural Record</i>                       | WAF Festival Turns Five   | 11/1/12 | 33,178      | N/A         |
| <i>9to5 Travel</i>                                | The Welcoming Hand of Singapore's Lotus-Like ArtScience Museum                                  | 11/1/12 | N/A         | N/A         |
| <i>Condé Nast Traveler</i>                        | Savoring Singapore  | 11/1/12 | 147,221     | \$20.00     |
| <i>ETBMice.com</i>                                | Small, stylish and sophisticated- Singapore boasts the best of boutique                         | 11/1/12 | 3,352       | N/A         |
| <i>Exhibit City News</i>                          | People on the Move  | 11/1/12 | 13,000      | \$2,554.00  |
| <i>Fun World</i>                                  | Financing Asia's Theme Parks  | 11/1/12 | N/A         | N/A         |
| <i>Las Vegas Review Journal</i>                   | Las Vegas Sands sees revenues rise, but profits fall  | 11/1/12 | 252,174     | \$345.95    |
| <i>Reuters</i>                                    | Las Vegas Sands post lower-than-expected earnings   | 11/1/12 | 6,101,248   | N/A         |
| <i>SF Gate</i>                                    | Budget Car Rental Expands to Singapore and Delta Travel Center Expands Their Office in Valencia | 11/2/12 | 212,550     | \$691.92    |
| <i>Yahoo!</i>                                     | 'Peaceful revolutions' underway in Malaysia, Singapore  | 11/4/12 | 158,436,000 | \$4.15      |
| <i>E Turbo News</i>                               | Singapore Airlines Declines on Wider Loss at Cargo Unit   | 11/5/12 | 20,079      | N/A         |
| <i>ZDNet</i>                                      | Two consumer analytics platforms launch in Singapore  | 11/5/12 | 799,254     | \$90.00     |
| <i>About.com</i>                                  | Top Seven Reasons to Visit Singapore  | 11/5/12 | 44,676,500  | \$19.00     |
| <i>Tourism-Review.com</i>                         | Singapore Unveiled A New Cruise Terminal  | 11/5/12 | N/A         | N/A         |
| <i>Travel Weekly</i>                              | Playing to Asia   | 11/5/12 | 37,733      | \$22,890.00 |
| <i>The Huffington Post</i>                        | In Singapore, Food Future With No Past  | 11/6/12 | 30,934,900  | \$7.75      |
| <i>FoxNews</i>                                    | Swinging Singapore  | 11/6/12 | 1,809,730   | N/A         |
| <i>Travel News Gazette</i>                        | \$914 million Saudi ports development leads GCC maritime agenda                                 | 11/6/12 | 1,020       | N/A         |
| <i>Travel Weekly</i>                              | Playing to Asia   | 11/7/12 | 1,809,730   | N/A         |
| <i>Livermore Falls Advertiser</i>                 | The trip of a lifetime to Asia for a couple with local ties                                     | 11/7/12 | N/A         | N/A         |
| <i>Meetings and Conventions</i>                   | Festive Flavors   | 11/8/12 | 60,023      | \$29,000.00 |
| <i>Men's Health</i>                               | The Best Airlines for Men   | 11/9/12 | 1,439,950   | \$30.00     |
| <i>The Wall Street Journal</i>                    | Food Fridays: Catalunya in Singapore  | 11/9/12 | 5,824,010   | \$64.00     |
| <i>Timesunion.com</i>                             | From Business   | 11/9/12 | 12,220      | N/A         |
| <i>Cheryl Lu-Lien Tan- A Tiger in the Kitchen</i> | Outram Park Fried Kway Teow Mee: Singapore's best   | 11/9/12 | 144         | N/A         |

|                                |  |              |            |                                       |
|--------------------------------|--|--------------|------------|---------------------------------------|
| <i>Buzz Feed</i>               | 15 Things That look Like They Were Made By Aliens                  | 11/10/12     | N/A        | N/A                                   |
| <i>San Francisco Chronicle</i> | That's my city Getting Ready to Launch in Singapore                | 11/12/12     | 212,550    | \$691.92                              |
| <i>Bloomberg Businessweek</i>  | Singapore Casinos Lose Luster as Profits Slide: Southeast Asia     | 11/13/12     | 5,164,096  | N/A                                   |
| <i>HotelNewsNow.com</i>        | Implementing sustainable practices in Asia                         | 11/14/12     | 9,414      | \$1,250.00                            |
| <i>Forbes</i>                  | New Zealand Tops Our List Of The Best Countries For Business       | 11/14/12     | 9,494,710  | \$136.00                              |
| <i>Reuters</i>                 | Singapore hotels feel the squeeze as corporate budgets tighten     | 11/19/12     | 6,101,248  | N/A                                   |
| <i>Departures</i>              | Far-Flung Thanksgiving Dinners                                     | Nov/Dec 2012 | 23,474     | N/A                                   |
| <i>Hotels</i>                  | Australia, Singapore tops in Asia Pacific for hotel investors: HSR | 11/21/12     | 3,647      | N/A                                   |
| <i>The New York Times</i>      | Restaurant Report: Immigrants in Singapore                         | 11/22/12     | 15,204,800 | \$70.00                               |
| <i>The New York Times</i>      | Bites Singapore Immigrants   | 11/25/12     | 15,204,800 | \$70.00                               |
| <i>E Turbo News</i>            | Singapore wants more visitors from Indonesia                       | 11/25/12     | 20,079     | N/A                                   |
| <i>The Charlotte Observer</i>  | Great holiday shows create cities of light around globe            | 11/25/12     | 137,379    | \$344.00                              |
| <i>METRO</i>                   | Green Cities Adapt   | 11/27/12     | 7,898      | \$750.00                              |
| <i>E Turbo news</i>            | Singapore number 3 city in the world to work in                    | 11/27/12     | 20,079     | N/A                                   |
| <i>Huffington Post</i>         | In Singapore, A Lively Food Culture, A Dying Heritage              | 11/27/12     | 30,934,900 | \$7.75                                |
| <i>METRO</i>                   | Green Cities Adapt Lima  | 11/28/12     | 7,898      | \$750.00                              |
| <i>Toronto Sun</i>             | Singapore makes a splash   | 11/28/12     | 186,904    | \$55.32                               |
| <i>The News &amp; Observer</i> | The day's best   | 11/29/12     | 121,484    | \$290.86                              |
| <i>Anchorage Daily News</i>    | Pandas Get New Singapore   | 11/29/12     | 304,797    | \$13.50                               |
|                                |  |              |            | <b>Total Clips: 44</b>                |
|                                |  |              |            | <b>Total Circulation: 336,178,807</b> |
|                                |  |              |            | <b>Total Ad Value: \$60,166.12</b>    |

| <b>BT MICE</b>             |  |               |              |                 |
|----------------------------|--|---------------|--------------|-----------------|
| <b>Outlet</b>              | <b>Title</b>                               | <b>Date</b>   | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Exhibit City News</i>   | Business Pace is Brisk During IMEX America | 10/15/12      | 2,343        | \$2,554.00      |
| <i>Successful Meetings</i> | Latin America is Meetings Ready            | November 2012 | 50,015       | \$29,000        |
| <i>Successful Meetings</i> | Business Booming at IMEX                   | November 2012 | 50,015       | \$58,000        |

|  |   |          |         |              |
|--|---|----------|---------|--------------|
| <i>Architectural Record</i>              | WAF Festival Turns Five   | 11/1/12  | 116,297 | \$14,050.00  |
| <i>Exhibit City News</i>                 | People on the Move  | 11/1/12  | 13,000  | \$2,554.00   |
| <i>Travel Weekly (Online)</i>            | Playing to Asia   | 11/5/12  | 107,934 | N/A          |
| <i>Travel Weekly (Online)</i>            | Playing to Asia   | 11/7/12  | 37,733  | \$137,340.00 |
| <i>E Turbo News</i>                      | Future travel trends explored at WTN  | 11/8/12  | 20,079  | \$25.00      |
| <i>Meetings and Conventions (Online)</i> | Festive Flavors   | 11/8/12  | 10,249  | \$29,000     |
| <i>My Resort Life</i>                    | PARKROYAL on Pickering Prepares to Open End of 2012; Special Opening Night Promotion on Offer | 11/12/12 | N/A     | N/A          |
| <i>Hotel News Now</i>                    | Implementing Sustainable Practices in Asia  | 11/14/12 | 9,414   | \$5,000.00   |
| <i>E Turbo News</i>                      | Singapore Tourists' Customer Satisfaction Levels Drop   | 11/21/12 | 20,079  | \$25.00      |
| <i>HOTELS</i>                            | Experience is power, too  | 11/21/12 | 60,001  | \$25,400.00  |
| <i>HOTELS (Online)</i>                   | Australia, Singapore tops in Asia Pacific for Hotel Investors: HSR                            | 11/21/12 | 4,652   | \$20.00      |
| <i>E Turbo News</i>                      | Singapore number 3 city in the world to work in   | 11/27/12 | 20,079  | \$25.00      |
| <i>E Turbo News</i>                      | Top 10 places to travel to this Christmas   | 11/27/12 | 20,079  | \$25.00      |

*Total Clips: 16*  
*Total Circulation: 541,969*  
*Total Ad Value: \$303,018.00*

## DECEMBER 2012

| Leisure                  |                                    |         |        |          |
|--------------------------|------------------------------------|---------|--------|----------|
| Outlet                   | Title                              | Date    | Circ.  | AD Value |
| <i>Smart Meetings</i>    | Retreat in Italy, Energize in Asia | 12/1/12 | 32,800 | \$5,556  |
| <i>The Saturday Star</i> | Holiday shopping around the world  | 12/2/12 | N/A    | \$13,633 |

|                                    |  |          |             |             |
|------------------------------------|--|----------|-------------|-------------|
| <i>The Sunday Journal Sentinel</i> | Top spots for shopping   | 12/2/12  | N/A         | N/A         |
| <i>News &amp; Observer</i>         | Great holiday displays around the globe  | 12/2/12  | 121,484     | \$290.86    |
| <i>The Columbus Dispatch</i>       | Ticket vendors pinpoints world's best shopping getaways                                    | 12/2/12  | N/A         | 579,498     |
| <i>The San Diego Union-Tribune</i> | Top Shopping Destinations Worldwide, From Paris to Beverly Hills                           | 12/2/12  | N/A         | N/A         |
| <i>ABC News</i>                    | World's Largest Aquarium Opens in Singapore  | 12/3/12  | 7,339,940   | \$125.00    |
| <i>EATAKU</i>                      | My First Meal in Singapore   | 12/3/12  | N/A         | \$25.00     |
| <i>EATAKU</i>                      | Farewell   | 12/4/12  | N/A         | \$25.00     |
| <i>Bloomberg Businessweek</i>      | Delta Covets London Growth With Stake in Virgin Atlantic                                   | 12/3/12  | 921,839     | \$50,100.00 |
| <i>CNN</i>                         | 7 top Singapore cooking schools  | 12/5/12  | 22,819,933  | \$30.00     |
| <i>About.com</i>                   | Un-Grinch at the Marina Bay Sands this Christmas in Singapore                              | 12/5/12  | 44,291,800  | \$19.00     |
| <i>The San Diego Union-Tribune</i> | Airport Leader Travels Far, Wide in 2012   | 12/5/12  | N/A         | N/A         |
| <i>Hotels</i>                      | Singapore buys 4 Paulson & Co. resorts for \$1.5 billion                                   | 12/6/12  | 60,001      | \$25,400.00 |
| <i>InPark Magazine</i>             | Resorts World Sentosa grand opening Marine Life Park and the many attractions of Singapore | 12/6/12  | N/A         | N/A         |
| <i>Eataku</i>                      | The Durian Deal  | 12/7/12  | N/A         | \$25.00     |
| <i>You Tube</i>                    | Can the Power of the Sun Pour a Cocktail from a Height of 72 feet?                         | 12/7/12  | 156,775,000 | N/A         |
| <i>Eataku</i>                      | Black Chicken Rice   | 12/7/12  | N/A         | \$25.00     |
| <i>Hollywood Reporter</i>          | Singapore essentials   | 12/7/12  | 55,071      | \$16,320.00 |
| <i>Reuters</i>                     | Something new for Singapore's pampered pets: obituaries                                    | 12/10/12 | 5,178,960   | \$73.34     |
| <i>The Wall Street Journal</i>     | DBS to buy Marina Bay Tower Stake  | 12/10/12 | 5,824,010   | \$64.00     |
| <i>TIMES</i>                       | Hong Kong and Singapore see 12/12/12 wedding boom  | 12/11/12 | 140,067     | \$99.00     |
| <i>CNN</i>                         | Singapore's best cocktail bars   | 12/11/12 | 22,819,933  | \$30.00     |
| <i>InPark Magazine</i>             | Resorts World Sentosa Grand Opening 7  | 12/12/12 | N/A         | N/A         |
| <i>Successful Meetings</i>         | 5 Can't-Miss Singapore Dining Experiences  | 12/12/12 | 50,015      | \$29,000.00 |
| <i>Travel News Gazette</i>         | World's most popular travel and tourism brands revealed                                    | 12/13/12 | 1,020       | N/A         |
| <i>The New York Times</i>          | Neighbors From the Far East,   | 12/13/12 | 15,204,800  | \$70.00     |



|  |  |          |            |              |
|--|--|----------|------------|--------------|
|  | Getting Along Just Fine  |          |            |              |
| <i>Boston.com</i>  | Top Destination for 2013   | 12/13/12 | 2,854,110  | \$30.00      |
| <i>Huffington Post</i>   | Singapore Aquarium Hotel: New Sentosa Suites With Aquarium Windows | 12/13/12 | 35,772,400 | \$7.75       |
| <i>Forbes</i>  | Ten Hotel Pools To Fall In Love With –I Did                        | 12/14/12 | 90,000     | \$92,270.00  |
| <i>The New York Times</i>  | Singapore Welcomes French Couture                                  | 12/17/12 | 15,204,800 | \$70.00      |
| <i>Bloomberg</i>   | Bloomberg's Best Photos 2012: The Global Landscape                 | 12/17/12 | 921,839    | \$50,100.00  |
| <i>Shermans Travel</i>   | Singapore Hawker Fare: Tasty Street Eats on the Cheap              | 12/17/12 | 914,225    | \$30.00      |
| <i>CNN</i>   | Great Singapore hotels for Staycation                              | 12/19/12 | 22,819,933 | \$30.00      |
| <i>Fodor's</i>   | Singapore's Street Food 101  | 12/19/12 | 666,316    | \$100.00     |
| <i>The Wall Street Journal</i>   | The Short Path to First Class                                      | 12/20/12 | 2,293,798  | \$2,099.59   |
| <i>The Wall Street Journal</i>   | It's Alive!  | 12/23/12 | 2,293,798  | \$2,099.59   |
| <i>Condé Nast Traveler</i>   | Airports That Make a Design Statement                              | 12/23/12 | 811,754    | \$135,907.00 |
| <i>Pittsburgh Tribune-Review</i>   | Warhol's Mao banned in Beijing                                     | 12/26/12 | 19,812     | \$200.65     |
| <i>Tribune-Review</i>  | Warhol's Mao banned in Beijing                                     | 12/26/12 | 187,875    | \$200.65     |
| <i>The Citizen's Voice</i>   | Deal me in   | 12/27/12 | 45,608     | \$39.20      |
| <i>Los Angeles Times</i>   | Pulau Ubin's simple pleasures                                      | 12/30/12 | 641,369    | \$972.00     |
| <i>San Jose Mercury News</i>   | Useful 'best' list ranks cities across the world                   | 12/30/12 | 529,999    | \$788.00     |
| <i>The Oakland Tribune</i>   | Useful 'best' list ranks cities across the world                   | 12/30/12 | 1,599      | N/A          |
| <i>Sunday Times (Central Contra Costa)</i>   | Useful 'best' list ranks cities across the world                   | 12/30/12 | N/A        | N/A          |
| <div style="text-align: right;"> <b>Total Clips: 45</b><br/> <b>Total Circulation: 367,705,908</b><br/> <b>Total Ad Values: \$1,005,353</b> </div> |  |          |            |              |

| BT MICE                            |  |          |        |             |
|------------------------------------|--|----------|--------|-------------|
| Outlet                             | Title                                      | Date     | Circ.  | Ad Value    |
| <i>Incentive Magazine (Online)</i> | Business Booming at IMEX                   | 10/22/12 | 1,794  | \$550.00    |
| <i>Smart Meetings</i>              | Retreat in Italy, Energize in Asia         | 12/1/12  | 32,800 | \$6,930.00  |
| <i>HOTELS</i>                      | The Other Asia                             | 12/1/12  | 60,001 | \$25,400.00 |
| <i>InPark Magazine (Online)</i>    | Resorts World Sentosa grand opening Marine | 12/6/12  | 164    | N/A         |

|                                 |   |          |        |                                    |
|---------------------------------|---|----------|--------|------------------------------------|
|                                 | Life Park and the many attractions of Singapore |          |        |                                    |
| <i>InPark Magazine (Online)</i> | Resorts World Sentosa Grand Opening 7           | 12/12/12 | 164    | N/A                                |
| <i>Successful Meetings</i>      | 5 Can't-Miss Singapore Dining Experiences       | 12/12/12 | 50,015 | \$29,000.00                        |
| <i>HOTELS (Online)</i>          | What's Hot: Suites with a view underwater       | 12/20/12 | 4,652  | N/A                                |
|                                 |   |          |        | <i>Total Clips: 7</i>              |
|                                 |   |          |        | <i>Total Circulation: 149,590</i>  |
|                                 |   |          |        | <i>Total Ad Value: \$61,880.00</i> |

**2012 MEDIA PRESS VISITS**

| <i>Individual FAMs</i>                                   |                |                 |                           |              |             |
|--|----------------|-----------------|---------------------------|--------------|-------------|
| Outlet   | Journalist     | Date Of Travel  | Coverage                  | Ad. Value    | Circulation |
| <i>Lexus Magazine</i>                                    | Drew Limsky    | April 7 - 10    | TBD                       | TBD          | 798,905     |
| <i>TIME Magazine</i>                                     | Bobby Ghosh    | April 15        | TBD                       | \$220,500.00 | 3,298,390   |
| <i>Freelance: Lee Abbamonte.com</i>                      | Lee Abbamonte  | October 9- 13   | Coverage appeared in 2012 | TBD          | 2,214       |
| <i>Freelance: Sherman's Travel Online and Fodors.com</i> | Elissa Richard | December 8 - 12 | Coverage appeared in 2012 | \$30.00      | \$914,225   |

| <i>Group FAMs</i>                                  |               |                |   |           |             |
|--|---------------|----------------|---|-----------|-------------|
| <i>New Developments and Food FAM, July 12 - 17</i> |               |                |   |           |             |
| Outlet   | Journalist    | Date of Travel | Coverage  | Ad. Value | Circulation |
| <i>SeriousEats.com</i>                             | Max Falkowitz | July 12 - 17   | Coverage appeared in 2012-<br>* <a href="http://drinks.seriousseats.com/2012/07/snapshots-from-singapore-the-to-go-bag.html?ref=title">http://drinks.seriousseats.com/2012/07/snapshots-from-singapore-the-to-go-bag.html?ref=title</a> | \$20.00   | 549,009     |
|  |               |                | Coverage appeared in  |           |             |

|                      |                 |             |   |     |        |
|----------------------|-----------------|-------------|---|-----|--------|
| <i>Food Republic</i> | Jessica Kapadia | July 12- 17 | 2012-<br><a href="http://www.foodrepublic.com/2012/07/09/and-were-singapore">*http://www.foodrepublic.com/2012/07/09/and-were-singapore</a><br><a href="http://www.foodrepublic.com/2012/07/19/15-best-things-i-ate-singapore-0">http://www.foodrepublic.com/2012/07/19/15-best-things-i-ate-singapore-0</a><br><br><a href="http://www.foodrepublic.com/2012/07/18/lunch-singapore-chili-crab">*http://www.foodrepublic.com/2012/07/18/lunch-singapore-chili-crab</a><br><br><a href="http://www.foodrepublic.com/2012/07/17/lunch-singapore-char-kway-teow">*http://www.foodrepublic.com/2012/07/17/lunch-singapore-char-kway-teow</a><br><a href="http://www.foodrepublic.com/2012/07/16/lunch-singapore-chicken-rice">http://www.foodrepublic.com/2012/07/16/lunch-singapore-chicken-rice</a><br><br><a href="http://www.foodrepublic.com/2012/07/12/lunch-singapore-kaya-toast">*http://www.foodrepublic.com/2012/07/12/lunch-singapore-kaya-toast</a><br><br><a href="http://www.foodrepublic.com/2012/07/13/lunch-singapore-drunken-prawns-video">*http://www.foodrepublic.com/2012/07/13/lunch-singapore-drunken-prawns-video</a> | TBD | 62,314 |
|----------------------|-----------------|-------------|---|-----|--------|

|                         |                        |              |   |          |         |
|-------------------------|------------------------|--------------|---|----------|---------|
| <i>Globe &amp; Mail</i> | Catherine Dawson March | July 10 – 15 | <p>Coverage appeared in 2012-<br/> <a href="http://www.theglobeandmail.com/life/travel/destinations/culture-shock-and-awe-in-singapore/article4559040/?page=3">*http://www.theglobeandmail.com/life/travel/destinations/culture-shock-and-awe-in-singapore/article4559040/?page=3</a></p> <p><a href="http://www.theglobeandmail.com/life/travel/destinations/see-more-of-singapore/article4559765/?from=4559040">*http://www.theglobeandmail.com/life/travel/destinations/see-more-of-singapore/article4559765/?from=4559040</a></p> <p><a href="http://www.theglobeandmail.com/life/travel/destinations/where-to-swing-your-singapore-sling/article4559044/">*http://www.theglobeandmail.com/life/travel/destinations/where-to-swing-your-singapore-sling/article4559044/</a></p> <p><a href="http://www.theglobeandmail.com/life/travel/destinations/discover-the-true-taste-of-singapore/article4559048/">*http://www.theglobeandmail.com/life/travel/destinations/discover-the-true-taste-of-singapore/article4559048/</a></p> | \$444.27 | 293,759 |
| <i>NY Daily News</i>    | Nancy Davidson         | July 12 - 17 | <p>Coverage appeared in 2012-<br/> <a href="http://www.nydailynews.com/life-">*http://www.nydailynews.com/life-</a> </p>  | \$552.73 | 535,875 |

|  |               |                 | style/vibrant-singapore-ancient-cultures-mix-modern-a-lush-landscape-article-1.1147234?pgno=1   |           |             |
|--|---------------|-----------------|---|-----------|-------------|
| <i>Gastrolandia</i>  | Ailin Aleixo  | July 12 – 19    | <p>Coverage appeared in 2012-<br/> <a href="http://gastrolandia.uol.com.br/viagem/cingapura-o-belo-encontro-gastronomico-entre-malasia-india-e-china/">*http://gastrolandia.uol.com.br/viagem/cingapura-o-belo-encontro-gastronomico-entre-malasia-india-e-china/</a></p> <p><a href="http://gastrolandia.uol.com.br/viagem/chilli-crab-um-dos-pratos-mais-famosos-e-amados-de-cingapura/">*http://gastrolandia.uol.com.br/viagem/chilli-crab-um-dos-pratos-mais-famosos-e-amados-de-cingapura/</a></p> <p><a href="http://gastrolandia.uol.com.br/viagem/peranakan-sabores-unicos-que-nasceram-dos-chineses-com-os-malaio/">*http://gastrolandia.uol.com.br/viagem/peranakan-sabores-unicos-que-nasceram-dos-chineses-com-os-malaio/</a></p> | TBD       | TBD         |
| <b>November New Developments FAM, November 6 - 11</b>                              |               |                 |   |           |             |
| Outlet   | Journalist    | Date of Travel  | Coverage  | Ad. Value | Circulation |
| <i>Freelance:<br/>DiscoveryChannel.com,<br/>CookingChannel.com,<br/>Saveur.com</i> | Erik Trinidad | November 6 - 11 | Coverage appeared in 2012   | TBD       | 270,401     |
| <i>Toronto Sun</i>   | Diane Slawych |                 | Coverage  |           |             |

|   |                   |                       |  |                 |                    |
|---|-------------------|-----------------------|--|-----------------|--------------------|
|   |                   | November 6 - 11       | appeared in 2012-<br><br>* <a href="http://www.torontosun.com/2012/11/26/singapore-makes-a-splash">http://www.torontosun.com/2012/11/26/singapore-makes-a-splash</a> | \$55.73         | 186,904            |
| <b>December FAM Press Group, December 4 - 9</b>   |                   |                       |  |                 |                    |
| <b>Outlet</b>   | <b>Journalist</b> | <b>Date of Travel</b> | <b>Coverage</b>  | <b>Ad Value</b> | <b>Circulation</b> |
| <i>San Francisco Examiner</i>   | Ari Burack        | December 4 - 9        | TBD  | \$41.25         | 92,860             |
| <i>Freelance: Condé Nast Traveler, The Huffington Post, The Daily Meal, Garden Design</i> | John Oseid        | December 4 - 9        | TBD  | TBD             | TBD                |

###

# Activity Report

## TURKISH CULTURE & TOURISM OFFICE OF NEW YORK MONTHLY PR ACTIVITY REPORT – JULY– DECEMBER 2012

**TO:** TURKISH CULTURE & TOURISM OFFICE OF NEW YORK  
**FROM:** M. SILVER ASSOCIATES

### PUBLIC RELATIONS

#### I. Media Correspondence

| Outlet/Journalist                             | Topic and Next Steps   |
|---|--|
| AARP,<br>L. Boswell                           | Pitched the Turksoy concert taking place in New York and DC and secured journalist to attend the DC event.   |
| Bon Appetit,<br>H. Lewis                      | Pitched Olive Oil Symposium press trip. Dates did not work, but secured interest for a future trip.  |
| Canadian Geographic Travel,<br>K. Frankiewicz | Secured journalist to attend UNESCO World Heritage group press trip. Worked with hotel partners on accommodations for her stay in Istanbul after the group itinerary in Sivas and provided suggestions for sites and activities in Istanbul. |
| Chicago Tribune,<br>J. Noel                   | Provided story angles for journalist to consider during a personal trip to Turkey.   |
| Fodor's, Yahoo, ShermansTravel<br>E. Richard  | Journalist embarking on a 14 month around-the-world journey with a stop in Cappadocia. Pitched and secured journalist to stay at Argos during her time there and arranged itinerary with guide.  |
| Freelance,<br>T. Chada                        | Updated journalist with news from Turkey and sent information about the Luxury & Design press trip taking place in October. Dates do not work for journalist so she had to decline.  |
| G Magazine,<br>B. Harris                      | Followed up with journalist who attended golf press trip in 2011 regarding coverage.   |
| Gadling,<br>J. Festa                          | Provided information on the Istanbul Toy Museum and Miniaturk for a Top 10 Museums That Make You Feel Like a Kid Again article.  |
| Gadling,<br>J. Festa                          | Sent information on the Manisa Mesir Festival and the Oil Wrestling Festival for a story on unique customs and   |

|  |  |
|--|--|
|  | traditions.  |
| <i>Global Traveler</i> ,<br>T. Cullen                            | Responded to journalist's request for images to accompany an article.  |
| <i>Globe &amp; Mail</i> ,<br>R. Caldwell                         | Pitched journalist on attending the Design & Luxury trip in October and awaiting response.   |
| <i>Indagare Black Book Magazine</i> ,<br>S. Girner               | Provided images to accompany an article on Istanbul, Bodrum and Cappadocia.  |
| <i>Luxe Interiors + Design</i> ,<br>B. Ferriera                  | Secured journalist to attend Luxury & Design trip in October.  |
| <i>The Daily; New York Magazine; Flare</i><br>E. Sloley          | Worked with journalist to secure accommodations and a guide in Istanbul and created an itinerary for guide to follow.  |
| <i>Top Chef; Around the World in 80 Plates</i><br>D. Schmederman | Met with producer to discuss opportunities for filming in Turkey. Received proposal, but declined the opportunity due to high costs.   |
| <i>Travel + Leisure</i> ,<br>M. Suozzi                           | Fact checked and answered questions for an article on taking a road trip along the Aegean coast.   |
| Various Outlets  | Invited journalists to attend the following group trips: <ul style="list-style-type: none"> <li>• Olive Oil Symposium</li> <li>• Mardin</li> <li>• UNESCO World Heritage Conference</li> <li>• Runfire Cappadocia</li> </ul> |
| <i>Yahoo! Travel</i> ,<br>E. Richard                             | Pitched 360 and Mikla for a Top 10 Best Rooftop Bars article.  |

## II. Press Visits

### • Individual Visits:

- *ForbesLife*, Laurie Werner, April 18-22
  - Cappadocia, Bodrum, Antalya, Istanbul
- *New York Resident*, Maxine Albert, April 18-20
  - Cappadocia
- *The Daily; New York Magazine; Flare*, Emma Sloley, April 4-9
  - Istanbul
- *Cruise & Travel Lifestyles*, Janice Mucalov, May 27-30, June 6-14
  - Istanbul, Cappadocia
- *Harper's Bazaar Brazil*, Pedro D'Orey, June 8-15
  - Istanbul, Bodrum, Cappadocia
- *Harper's Bazaar Brazil*, Nelson Augusto De Al Meida Dias, April 18-21
  - Istanbul, Bodrum, Cappadocia
- *Hemispheres*, Jacqueline Detwiler, June 16-21
  - Istanbul

|  |  |
|--|--|
| Jonathan Tourtellot, Editor/Founder, <i>National Geographic Traveler</i> | Black Sea  |
| Andy Isaacson, <i>New York Times</i>                                     | Interested in trip to South Eastern region; considering traveling in May |



- **Upcoming Individual Press Visits**
  - *New York Post; The Daily*, Jennifer Ceaser, November 12-14
    - Istanbul
- **Group Press Visits**
  - M.I.C.E. Press FAM Trip, April 28 – May 5
    - *Association News*, Ann Shepphird, Editor
    - *Prevue Magazine*, Alexis Quinlan, Contributing Editor
    - *Meetings + Incentive Travel*, Christine Otsuka, Associate Editor,
  - UNESCO Press FAM Trip, June 15-18
    - *Canadian Geographic Travel*, Kathy Frankiewicz
    - Katharine Branning
  - Mardin Press FAM Trip, May 2-6
    - Freelancer for, *Delta Sky*, *San Jose Mercury News*, and *San Francisco Chronicle*, Chaney Kwak
  - Olive Oil Symposium Press FAM Trip
    - *Chicago Sun-Times*, David Hoekstra
- **Upcoming Group Press Visits**
  - Lycian Way Ultra-Marathon
    - MSA reaching out to top tier media
  - Food and Wine Press Group, September
    - MSA to build media list
    - MSA to invite and secure media
  - Design Press FAM trip, October 5-15
    - Working on itinerary in conjunction with the IKSv's First Design Biennial
    - Ciragan Palace, Argos in Cappadocia and Casa Dell'Arte have confirmed accommodations
    - MSA reaching out to top tier media

### III. Broadcast Opportunities

- Confirmed
  - **The Wine Portfolio AND The Luxury List, *CNBC World***, Aug. 25-Sept. 6
    - MSA to design an itinerary, make arrangements with partners in Turkey and submit the proposal to TT.
- Declined/Postponed
  - **Bachelor Canada, *Citytv***
    - TT declined the opportunity due to the limited time frame for the arrangements
  - **Around the World in 80 Plates, *Bravo***

- MSA met the producers
- provided story ideas and reviewed proposal
- **"1st' Look"**
  - Former "The Bachelorette" star Ali Fedotowsky's NBC travel show produced by LX.TV
  - Had conference call with the producers
  - NBC sent a proposal to Iconisus, Turkey's ad agency for media buy
- **Amazing Race, ABC**
  - The producers contacted the Ministry for film shooting permissions in Istanbul
  - Filming is underway
- **Born to Explore, ABC**
  - MSA decided to postpone this opportunity to 2013

#### IV. Writing

| Distribution Date               | Title/Subject   |
|---------------------------------|---|
| 4/10/2012                       | Spring Newsletter: Special Sports Edition<br>-Istanbul: 2012 European capital of sport<br>-Sporting events in Turkey  |
| TT to Approve                   | Summer Newsletter<br>-Lycia excavation and relevance for U.S.<br>-New developments<br>-Summer festivals<br>-Cruises in Turkey<br>-Rooftop restaurants<br>-TripAdvisor Award                     |
| MSA Assembled for Approval      | Fall Newsletter-MSA to outline topics<br>-Festivals<br>-Design Biennial (Arts and Culture)<br>-Contemporary Istanbul  |
| <b>Completed Press Releases</b> |   |
| 1/25/2012                       | Istanbul, 2012 European Capital of Sport, To Host 33 <sup>rd</sup> World Medical Health Games   |
| 2/24/2012                       | Events for 40 <sup>th</sup> Anniversary of Istanbul Foundation for Culture and Arts Highlight Extraordinary Year for Performing and Visual Arts in Turkey in 2012                               |
| 3/13/2012                       | Istanbul's Selection as 2012 European Capital of Sport Reflects a Country Crazy for Competition and Athletic Adventures   |
| 3/15/2012                       | Istanbul Music Festival   |
| 4/16/2012                       | Forbeslife story on 'Istanbul-New International Center of Style' Reaches 9.9 Million Readers In U.S., Wins Prestigious Gold Adrian Award for the Turkish Culture and Tourist Office in New York |
| 4/18/2012                       | 2 <sup>nd</sup> Annual Istanbul Shopping Festival and the 40th Istanbul Music Festival: Two Great Reasons for a Trip to Turkey in June  |
| 5/11/2012                       | 31 <sup>st</sup> Annual Turkish Day Parade and Festival Takes Place Saturday, May 19 <sup>th</sup> in New York City   |
| 5/30/2012                       | Musical Journey with the Orient Express   |

|                                |  |
|--------------------------------|--|
| 7/10/2012                      | Catalhoyuk: UNESCO World Heritage List                         |
| <b>Upcoming Press Releases</b> |  |
| MSA revising                   | Romance and Honeymoons release                                 |
| MSA drafting                   | New developments   |
| MSA drafting                   | 6 <sup>th</sup> Annual Travel Turkey Izmir Fair and Conference |
| MSA drafting                   | Lycia-Patara: site opened May 20                               |
| <b>Completed Pitches</b>       |  |
|                                | Trip Advisor/T+L Accolades                                     |
|                                | Museum of Innocence  |
| 5/18/2012                      | Turkish Day Parade and Festival                                |
| 5/29/2012                      | Exclusive Packages   |
| 5/30/2012                      | Musical Journey with the Orient Express                        |
| 6/11/2012                      | Marathons  |
| 6/18/2012                      | MasterCard Ranks Istanbul #5 Most Visited City                 |
| <b>Upcoming Pitches</b>        |  |
|                                | Wine Tourism   |
|                                | New Restaurants  |
|                                | Top Turkey Sites   |

**V. Press Coverage****Total Circulation: 682,589,153**

| <b>Print Clips</b>    |                                      |             |              |                 |
|-----------------------|--------------------------------------|-------------|--------------|-----------------|
| <b>Outlet</b>         | <b>Title</b>                         | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> |
| <i>Departures</i>     | CHIC SEXY HOT COOL at HOTEL MACAKIZI | 10/1/12     | 1,081,387    | \$362965.00     |
| <i>Metro New York</i> | I left my heart in Cappadocia        | 10/2/12     | 328,296      | \$80.00         |
| <i>Hernando Today</i> | 12 REASONS TO VISIT TURKEY NOW       | 9/30/12     |              |                 |
|                       |                                      |             |              |                 |
|                       |                                      |             |              |                 |
|                       |                                      |             |              |                 |
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|                       |                                      |             |              |                 |

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| Online Clips        |  |         |           |
|---------------------|--|---------|-----------|
| Outlet              | Title  | Date    | Circ.     |
| Metro.com           | I left my heart in Cappadocia                                | 10/1/12 | 89,268    |
| BusinessInsider.com | See Why Modern Istanbul Is the Coolest City in Modern Europe | 10/9/12 | 2,754,140 |

[illegible]



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|--------------|--|--|--------------------|
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|              |  |  |                    |
|              |  |  |                    |
|              |  |  |                    |
|              |  |  |                    |
|              |  |  |                    |
| <b>Total</b> |  |  | <b>631,418,238</b> |

*\*Note: Website circulation is noted as visitors per month according to Quantcast.com, Cision.com and compete.com*

## II. Press Coverage Resulting From Press Trips

| <b>Outlet</b>                            | <b>Title</b> | <b>Date</b> | <b>Circ.</b> | <b>Ad Value</b> | <b>Market/ Audience</b> |
|--|--------------|-------------|--------------|-----------------|-------------------------|
| <b>Press Trip Generated Print Clips</b>  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
| <b>Press Trip Generated Online Clips</b> |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
|  |              |             |              |                 |                         |
| <b>Press Trip Coverage Grand Total</b>   |              |             |              |                 |                         |

# Activity Report

## PUBLIC RELATIONS Q3 ACTIVITY REPORT: OCTOBER– DECEMBER 2012

**TO: PIERRE SANTONI & RYAN ROBUTKA**

**FROM: THE MSA VIA RAIL CANADA ACCOUNT TEAM: LINDA AYARES, MARIA CASTRO, ERICA COHEN, JAYZEL GARIN**

**DATE: JANUARY XX, 2013**

### PRESS COVERAGE

| Outlet                        | Subject  | Date   | Circulation |
|-------------------------------|--|--------|-------------|
| <i>Stephen Holt Youtube</i>   | VIA Rail from Montreal to Toronto International Film Festival 2012-Ep. 3               | 11-Nov | 162,690,784 |
| <i>HuffingtonPost.com</i>     | The Best 2013 Winter Carnivals of the Northeast  | 19-Dec | 21,790,468  |
| <i>NYTimes.com</i>            | Train or Plane? More Travelers Choose Both   | 22-Oct | 15,427,936  |
| <i>LATimes.com</i>            | Canada: Jasper's ready to light up its visitors with the aurora                        | 7-Nov  | 8,831,265   |
| <i>NYDailyNews.com</i>        | The Canadian: A transcontinental train trip from Vancouver to Toronto, with great food | 16-Dec | 2,258,652   |
| <i>The New York Times</i>     | Train or Plane? More Travelers Choose Both   | 23-Oct | 1,613,865   |
| <i>Sunday Times</i>           | Easy Rider   | 1-Oct  | 903,728     |
| <i>Daily News</i>             | Go Canada  | 16-Dec | 535,875     |
| <i>TimesUnion.com</i>         | Dome cars on the Adirondack, at least temporarily                                      | Nov    | 460,283     |
| <i>TravelPulse.com</i>        | VIA Rail Canada, Royal Jordanian Partner on Intermodal Codeshare                       | 22-Oct | 131,023     |
| <i>TravelPulse.com</i>        | VIA Rail Canada Highlights Winter Travel, Quirky Festivals                             | 27-Nov | 131,023     |
| <i>TravelPulse.com</i>        | Amtrak Partners with VIA Rail to Add Equipment for Thanksgiving Travel                 | 19-Nov | 131,023     |
| <i>TravelAgentCentral.com</i> | VIA Rail Canada and Royal Jordanian Partnership Simplify Travels to Canada             | 5-Nov  | 123,366     |
| <i>TravelAgentCentral.com</i> | Canada Celebrates the Holidays and Winter Season with VIA Rail                         | 13-Dec | 123,366     |
| <i>GoNoMad.com</i>            | VIA Rail Ride Through Canada to  | 11-Oct | 108,052     |

|                            |  |                          |                    |
|----------------------------|--|--------------------------|--------------------|
|                            | Show Off Fall Foliage  |                          |                    |
| GoNoMad.com                | Fall Foliage at Hanging Lake Appears Otherwordly   | 13-Oct                   | 108,052            |
| GoNoMad.com                | First VIA Rail Train Ride Passes with Flying Colors  | 18-Oct                   | 108,052            |
| BreakingTravelNews.com     | Air Transat and VIA Rail announce an intermodal partnership                                      | 26-July                  | 79,422             |
| HotelChatter.com           | Hotel on Wheels: Is Train Travel on Your Radar   | 26-Oct                   | 76,572             |
| JetsettersBlog.com         | VIA Rail Canada Highlights Winter Travel, Quirky Festivals                                       | 28-Nov                   | 76,288             |
| ProgressiveRailroading.com | Rail News: Passenger Rail VIA Rail completes service improvements, reports third-quarter results | 4-Dec                    | 49,063             |
| JohnnyJet.com              | Top 10 Canadian Destinations from Mapmobility  | 5-Oct                    | 38,286             |
| RailWayAge.com             | Amtrak, VIA Rail, CN reach Maple Leaf accord   | 4-Dec                    | 4,254              |
| CoastMagazine.com          | Culinary Canada  | 19-Dec                   | 2,517              |
| Business Travel Executive  | VIA Rail Canada, Royal Jordanian Ink Intermodal Agreement  | Oct                      | 149                |
| FamTripper.com             | Going Back in Time on Canada's VIA Rail  | 18-Oct                   | N/A                |
| <b>Articles 36</b>         |  | <b>Total Circulation</b> | <b>215,803,364</b> |

### **PRESS RELEASES/PITCHES**

- New Stations Pitch (October)
- Grey Cup Pitch (November)
- VIA 50% Off Deal Pitch (November)
- 50% Off Flash Sale Pitch (November)
- Whack, Wonderful Honeymoons Pitch (November)
- Valentine's Day Gift Guide Pitch (December)
- Northern Lights Pitch (December)
- Intermodal Press Release (October)
- VIA New Menu Release (October)
- VIA Rail Partners with Amtrak Release (November)
- Celebrate the Holidays and the Winter Release (November)

### **MEDIA RELATIONS**

- **AAA Encompass, Shelly Steig** – Agency fact checked article for the September issue of the publication as a result of hosting journalist in September 2011. Coverage ran in the September/October issue of the publication.
- **AFAR, Jennifer Flowers** – MSA sent further information on new menu onboard the Canadian. Agency to work with editor to experience the train in 2013.
- **Away.com, Christine Barndt** – MSA contacted journalist regarding interest in video footage. Agency evaluated request and sent video to media; coverage ran on August 22.

- **BBC Travel, Nick Easton** – Received request regarding upcoming story on global corporate rail travel. Agency shared questions with Ryan Robutka and sent responses to the journalist. Unfortunately the VIA Rail portion was cut from the story. Easton will keep VIA in mind for upcoming opportunities.
- **CNN, Katia Hetter** – MSA pitched the benefits of traveling by train to journalist and received interest. Coverage ran online on September 22.
- **Examiner.com, Tracy Hopkins** – MSA pitched the benefits of VIA Rail to travel editor and received interest. Coverage ran online on July 17.
- **Florida Info Guide, Bob Marcus** – Received request from journalist regarding his interest in traveling on VIA from Quebec City to Montreal and Toronto. Agency politely declined support as audience was not a target for VIA Rail.
- **Freelancer, Ken Hegan** – VIA Rail was approached by freelance writer who was seeking complimentary accommodations for him and his wife aboard the legendary *Canadian*. VIA Rail informed MSA that Hegan was a friend of Robin Esrock, a journalist who attended GO Media in Whitehorse last year. MSA provided analysis of journalist and suggested VIA obtain more details on story angles and expected coverage as a result of his trip. Hegan contributes to the *National Post*, *Rolling Stones* and *MSN*. MSA was then told to not move forward as VIA did not want to pursue this opportunity further.
- **Freelancer, Margaret Loftus** – Agency pitched the Jasper-Prince Rupert press trip to journalist and received interest. Unfortunately Loftus travel schedule did not allow for her press trip attendance. MSA shared the experience of the trip with Loftus directly to pitch her outlets. She contributes to *National Geographic Traveler* and *U.S. News & World Report*.
- **Freelancer, Susan Campbell** – MSA received request writer regarding her interest in the Montreal / Gaspé route for fall. Agency declined opportunity due to lack of ROI.
- **Freelancer, Guido Minerbi** – Agency worked with VIA to provide complementary accommodations for Argentinean journalist and his wife aboard the *Canadian* with his wife. Minerbi traveled from Toronto to Vancouver from August 28 to September 1 and from Vancouver to Toronto on September 4, returning September 8. Agency arranged interview with journalist and VIA Rail representative Ryan Robutka on September 4 and provided speaking points in advance. MSA is following up to secure coverage. Minerbi contributes to the following: *Beglam*, *Preisa Economica*, *Travel Magazine* and *Arsomnibus*.
- **Freelancer, Christine Negroni** – Agency is working with freelance journalist regarding her interest in experiencing VIA Rail and receiving more information regarding seamless journeys aboard the train. MSA arranged phone interview with Mohammed Bhanj of VIA Rail on May 11. MSA assisted photo editor / photographer to capture an image of VIA Rail. Article secured and to be reflected in next report.

- **Freelancer, Jonathan Durbin** – MSA pitched travel writer the opportunity to experience Canada by train and received interest. Durbin contributes to the following publications: Paper Magazine, Men.Style.com, and Macleans.ca.
- **Fox News, Grace Cutler** - MSA pitched summer travel aboard VIA to journalist and received interest. Cutler was working on piece on most scenic train trips through Canada. Agency sent necessary information and is awaiting feedback.
- **Group Tour Magazine, Amanda Black** – Agency is working with journalist regarding her interest in VIA's Panorama lounge. MSA sent all information including images. Piece ran in the fall 2012 issue of the publication.
- **Huffington Post, Rebecca Dolan** – Journalist attended VIA Rail Epicurean press trip. Coverage ran online on August 21.
- **Next Magazine, Leah Ingram** – MSA pitched fall foliage packages to journalist for Best Travel Deals for fall and winter piece. MSA sent all information and is following up for any interest.
- **New York Daily News, Edward Glazarev** – Agency worked with journalist on a fall foliage piece, coverage ran online on September 16.
- **New York Daily News, Nancy Davidson** – Contributing writer attended epicurean press trip in July. MSA sent additional materials and photos and is waiting run date.
- **The New York Times, Glenn Collins** – MSA secured interest from Metro Reporter regarding VIA Rail's new menu aboard the Canadian. Agency confirmed a media interview with Ryan Robutka and further discussed the possibility of Collins' trip on VIA. MSA to secure a date.
- **Sherman's Travel, Laura Motta** – MSA secured attendance for travel writer on upcoming Jasper-Prince Rupert press trip from June 17-23. Coverage ran online on July 6 and 17.
- **Smarter Travel, Ed Perkins** - MSA pitched VIA's discounts to journalist and received interest. Coverage ran online on July 5.
- **Smarter Travel.com, Jamie Moore** – MSA pitched VIA's fall foliage offerings to journalist. Agency followed up and is awaiting feedback.
- **Sunday Times Magazine (UK), Nikki Bayley** – Agency is working with journalist regarding her interest in VIA Rail Canada and the Canadian. Agency sent all necessary information. Coverage ran in the October edition.
- **TODAY Show, Kellie Pelletier** – Agency pitched Jetsetter.com Editor in Chief for an upcoming segment on fall festivals. MSA followed up and unfortunately VIA was not included in the segment.
- **Travel + Leisure, Lisa Cheng** – MSA pitched deals editor an exclusive offer in the publication's deals section. Coverage ran in print and online for the August issue.



### **PROMOTIONAL/PARTNERSHIP OPPORTUNITIES**

- **I Love New York:** MSA proposed a partnership between New York State tourist office and VIA Rail to encourage travel between NY-Canada. VIA proposed that travelers who have proof of NYS license will get a percentage off their rail ticket. New York state partners to provide discounts for travelers with a VIA Rail ticket. Unfortunately NYS could not move forward at this time. VIA/ILNY looking to schedule for Fall/Winter 2013.
- **Matador Network:** Working with website regarding a trip to Churchill/Manitoba in 2012. The network is doing a large program with CTC. The group will be traveling to various areas in Canada and are planning on experiencing VIA in October. Agency arranging details with CTC and destination partners. Final schedule is as follows:
  - Sept 27 Fly in Winnipeg
  - Sept 27 - 29 - Winnipeg
  - Sept 30 - Oct 1 (independent exploration / camping to local areas near Winnipeg)
  - Oct 2-5 Via Rail Winnipeg - Halifax (arrive in evening)
  - Oct 6 Halifax
  - Oct 7-9 Cape Breton Island / Gaelic Festival
  - Oct. 10 Fly out Halifax
- **Rudy Maxa:** Worked with Rudy Maxa's World producer regarding interest in filming on the train for an upcoming episode set to air winter 2012. Agency arranged all necessary logistics and VIA Rail representative accompanied trip on July 18 from Montreal to Quebec City. Filming included Rudy boarding the train, dining experience in Business Class and highlighting the picturesque scenery. Program expected to air in January 2013 on PBS.
- **TravelAge West Wave Awards:** VIA Rail received award for "Editor's Pick: Best North American Rail Vacation Provider" as part of the 2012 TravelAge West 'Western Agent's Votes of Excellence' program. VIA shared image of award and posted on social media.

### **EVENTS**

- **Desk Side Appointments:** MSA began preparation for desk side appointments with Ryan Robutka while in NYC from October 4-6.
- **TBEX:** MSA presented sponsorship opportunities to VIA; awaiting feedback.

### **PRESS TRIPS**

#### **Individual Trips**

- **Alan Thicke** – MSA is working with Canadian celebrity regarding interest in an upcoming trip on VIA Rail. Agency suggested Vancouver-Edmonton route with Alan's son. Agency is awaiting on confirmation of dates and will confirm tickets once finalized. Thick contributes to *Huffington Post* and is often a guest host on *The Talk*.

- **San Francisco Examiner, Ari Burack** – MSA worked with writer on assignment travel across Canada with VIA Rail. Following trip, MSA is assisting writer with fact-checking and will secure story once coverage runs.
- **Stephen Holt Show** – MSA received request from Malcolm Andrews at VIA Rail regarding an opportunity to host TV personality aboard VIA from Montreal to Toronto in September. Agency arranged accommodations and secured interview with Elaine McCulloch, National Sales on September 4. Coverage expected to run in Fall/Winter 2013.

#### **Group Trips**

- **New Menu Press Trip (Vancouver - Edmonton)** Timing: July 26-29, 2012 – MSA secured partnership with CTC and Vancouver Tourism for a culinary press trip to launch VIA's new menu aboard the legendary Canadian route. MSA representative, Maria Castro and VIA Rail representative, Ryan Robutka escorted the trip.

Agency contacted top travel and culinary media and secured attendance from the following:

- *EDGE Media Network*, Mark Thompson
- *New York Daily News*, Nancy Davidson
- *Huffington Post*, Rebecca Dolan
- *Redbook*, Barbara Chernetz
- *Saveur.com*, Erik Trinidad

- **Fall Foliage Press Trip (Halifax – Montreal)** Timing: October 10-14, 2012 – MSA is working to secure partnership with Destination Halifax and Tourism Quebec to highlight the beauty of Canada during the fall season. VIA Rail representative, Ryan Robutka will join the journalists for the trip.

Agency contacted top travel and lifestyle media and secured attendance from the following:

- *AAA*, Michelle Newman
- *Freelancer*, Will McGough (*Hotel Chatter*, *Wake & Wander*, *Go Nomad*, *Outside Magazine*)

#### **ADDITIONAL ACTIVITIES**

**Destination Partners** – MSA is in constant contact with destination and hotel partners regarding upcoming press trips and support.

**Social Media** – MSA contacted Nadia Seraiooco of VIA Rail regarding new social media position. Agency to schedule a call with VIA Rail and MSA to discuss joint efforts.

**Media Monitoring** – Agency continued to monitor important competitor news in the U.S. MSA to send relevant coverage to VIA. MSA to also monitor for overall trend stories, anniversaries (i.e.



Grand Central celebrates 100<sup>th</sup> anniversary in 2013, 125<sup>th</sup> anniversary of the rail in Jasper) and awards (i.e. Travel Weekly's 2011 Readers Choice Awards)

**Meetings** – Held regular bi-weekly phone meetings to discuss PR endeavors and new developments at VIA Rail.

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**RIVIERA NAYARIT**  
**DECEMBER 2012 PUBLIC RELATIONS ACTIVITIES REPORT**

**TO: RIVIERA NAYARIT**  
**FROM: M. SILVER ASSOCIATES, INC.**

**Press Coverage**

| <b>Media Coverage</b>      |   |             |                              |
|----------------------------|---|-------------|------------------------------|
| <b>Outlet</b>              | <b>Subject</b>  | <b>Date</b> | <b>Circulation</b>           |
| NationalPost.com           | Forks & The Road: Shrimp many ways on the island of Mexcaltitán | 12-Dec      | 900,000                      |
| AOL – Travel               | Video: AOL Travel Guide to Riviera Nayarit                      | 1-Dec       | 615,716                      |
| EDGE Network               | The Grand Velas Riviera Nayarit- Good for Nothing               | 12-Dec      | 500,000                      |
| Chris Robinson Travel Show | Travel Show Featuring Riviera Nayarit                           | 8-Dec       | Radio: 410,100<br>Web: 7,342 |
| National Post              | Forks & The Road Shrimp many ways on the island of Mexcaltitan  | 1-Dec       | 152,487                      |
| TimesDispatch.com          | Honeymoon Spending Heating Up                                   | 30-Dec      | 115,872                      |

|                                  |  |        |                  |
|----------------------------------|--|--------|------------------|
| HotelChatter.com                 | We're Spilling Tea on Hidden Luxury: Imanta Resort, Punta Mita | 1-Dec  | 40,825           |
| Recommend.com                    | Mexico Chalks Up Banner Calendar Year                          | 11-Dec | 6,396            |
| KrollTravel.com                  | Salsa Huichol-Hot Sauce from Nayarit Mexico                    | 14-Dec | 1,293            |
| Journey Mexico Blog              | Luxury in the Riviera Nayarit                                  | 12-Dec | 1,001            |
| Kurtzahlers.com                  | Mexico's Imanta Resort Sits Pretty on the Riviera Nayarit      | 6-Dec  | 434              |
| <b>Total number of articles:</b> |  |        | <b>11</b>        |
| <b>Audience/Circulation</b>      |  |        | <b>2,751,466</b> |

### Highlights of Public Relations Activities in December 2012

#### Press Releases and Pitches

| Date   | Title  |
|--------|--|
| 18-Dec | <b>START BOOKING YOUR VACATION TO RIVIERA NAYARIT AND CELEBRATE WITH GOURMET FESTIVALS, CULTURAL AND SPORTING EVENTS [Release]</b> |

#### Press Visits

- **Gordon Cooper, *Perfect Wedding Magazine*, December 5-14**
  - Focus of trip is on luxury resorts in the Punta Mita area as a wedding, elopement or honeymoon destination escape
  - MSA coordinated a two-day itinerary for journalist which included a tour of the Marietta Islands, Marina La Cruz, Sayulita, San Pancho and Bucerias
  - Liaison with journalist and CVB regarding activities and interests

- **Paul Rubio, *Modern Luxury*, December 8-14**
  - Journalist interested in covering a number of the luxury properties of the Riviera Nayarit, namely Four Seasons Punta Mita, St. Regis Punta Mita and Imanta
  - MSA coordinated a two-day itinerary for journalist which included a tour of the Marietta Islands, Marina La Cruz, Sayulita, San Pancho and Bucerias
  - MSA made hotel arrangements
  - MSA recommended places to eat/drink/play/visit in the region
- **Michael Shoule, *New York Daily News*, February 2013**
  - MSA arranging for journalist to experience the migratory birds that flock to San Blas along with other family-friendly activities in February
- **Irene Thomas, *Get Lost*, February 12-14 2013**
  - Working with journalist to schedule an individual trip to highlight the destination with a surf and beach angle
  - Agency sent information on Sayulita, Mexcaltitan, San Blas and San Pancho and journalist is reviewing to decide itinerary

#### **Broadcast Opportunities**

- **James Currie, *Nikon Birding Adventures*, January 2013**
  - Secured opportunity to send crew during the Festival of Migratory Birds in return for a 30 minutes episode on the only bird watching travel show in the United States
  - Coordinated itinerary and logistics for the show

#### **Media Outreach**

- **Ivette Manners, *Destination Wedding & Honeymoons***: Pitched Ivette on hotels/resorts that offer cool and unique wedding or wedding-planning packages for brides.
- **Yelena Moroz, *The Knot***: Pitched Yelena on off-the beaten-track boutique hotels and wedding-focused resorts in Riviera Nayarit for her upcoming story focusing on Mexico, Disney World and Las Vegas. Agency provided with additional details on pricing for Imanta and Hotel CINCO and coverage slated to run in Summer issue
- **Andrea Lown, *SmartBride***: Worked with journalist to include the destination's wedding promotions and high-res images in the website's Destination Wedding Guide section

- **Zoie Clift, *SportsTravel*:** Worked with journalist to include coverage of International Tournament of La Cruz de Huanacastle in the February issue. Agency provided with details on the 2013 tournament and journalist to send copy once published
- **Adam Champagne, *StandUpJournal.com*:** Agency got in touch with journalist regarding the 4th Annual Punta Sayulita Classic Event. Journalist interested in attending and agency to send itinerary once finalized

## Social Media

Posts sent on behalf of Riviera Nayarit from MSA's Twitter and/or Facebook page:

### Facebook

- Why did Riviera Nayarit win Best Luxury Destination in Mexico by Travelocity you ask? Because the sand on its 192 miles of pristine Pacific coast tickles the Gnome's beard more... oh, and the 97.31% of the votes registered for the destination on behalf of all of you!
- While Riviera Nayarit has amazing weather year round, it certainly got MUCH hotter on December 8th when Mario Lopez and Courtney Mazza exchanged vows amidst the beautiful landscapes of Punta Mita, Mexico. Check out their wedding on TLC -<http://tlc.howstuffworks.com/tv/mario-and-courtney-wedding-fiesta/videos/the-wedding-is-here.htm>

### Twitter

- @MSilverPR The #TravelocityGnome recognizes @riv\_nayarit as the #BestLuxuryBeachDestinationinMexico in the #BattleofDestinations
- Did you know @riv\_nayarit won the category of #BestLuxuryBeachDestinationinMexico in the #BattleofDestinations with 97.31% of the votes?
- Mexico's @riv\_nayarit will obtain a prominent #TourismPromotion in the #communications & #PublicRelations platforms on #Travelocity

## Miscellaneous PR Activities

- Reviewed Riviera Nayarit Marketing Plan
- Developed 2013 public relations plan
- Reviewed text of Riviera Nayarit CVB luxury brochure

- Sent Riviera Nayarit press kit to Gina Andrews at Weber Shandwick PR who represents Wyndham Exchange and Rentals in order to support her public relations outreach for properties in our region
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres
- Remain in constant communication with hotel partners
- Daily monitoring of Mexico coverage for crisis communication

###